FortWorthTexas.gov Website Training Manual

Updated September 2020

New content management system for the City of Fort Worth website:

OpenCities

Table of Contents

Introduction 4

I. Roles in Open Cities 5

Important notes about roles: 5

Questions/issues about roles 7

II. What does the approval workflow look like? 8

Approving content 8

III. Getting oriented: Resident-Facing Site 12

Top navigation 13

Search 13

Icons 13

What's happening in Fort Worth? 14

What's happening near me? 14

Alternative languages 14

Images 14

IV. Getting oriented: Open Cities Dashboard 16

V. Pages 17

Working on pages – Checking in and out 18

About page templates 19

OC General Template (FW General / OC Full Width) 20

OC Services Template 24

OC Department Template 25

OC Rotating Banner and OC Slide Templates 25

Scheduling a slide 27

OC Project template 27

How to create a new CIP project 27

VI. Editing your page’s content in the WYSIWYG Editor 30

How to use headings 38

VII. Files, documents and images 39

Naming and sizing documents and images 41

Document and image sizes 43

Uploading documents and images 43

Organizing documents and images 44

Adding a folder 45

How to link a document on a webpage 46

How to embed an image on a webpage 48

Overwriting/saving over documents or images 50

VIII. Calendars 51

How to edit an existing OC Event 51

Canceling and rescheduling events 55

IX. AP Style 56

AP Style addendum 56

X. Writing style for the City website 58

Writing for web 59

Additional notes on city style 59

Introduction

In 2020, the City of Fort Worth moved its website to a new content management system called Open Cities (OC). This move was intended to do a few different things:

- Give departments more control over the information on their pages, allowing them to take a more active role in posting and editing their content.
- Speed up the amount of time it takes for the website to update, so crucial information can appear on the website faster.
- Update the look and feel of the website, and take advantage of more robust features than those available on the old system.
- Create a better and more intuitive user experience for residents.

Now that the content from the original FortWorthTexas.gov has been migrated into the new Open Cities system, departments can be trained on their roles on the new system, how to update and edit pages, and the approval processes involved moving forward.

The purpose of this guide is to acquaint department web liaisons with the new system, familiarize them with their roles and the approval process, and equip them with tools to train other members of their team to help them update their department's content.

I. Roles in Open Cities

Every City of Fort Worth user in the Open Cities system is assigned a role, which comes with its own set of permissions and capabilities.

Roles also allow approval workflows to be created, so nothing gets posted on the city's website without the approval of a department's Public Information Officer (PIO) and/or a member of the Communication & Public Engagement (CPE) team.

These approval workflows are especially helpful if the department members making the updates haven't been formally trained in AP style or other elements of city communications. The workflows also help make sure that every department PIO is aware of every update being made to their section of the city website, so information on the website isn't being changed without the knowledge and approval of the PIO and key department stakeholders.

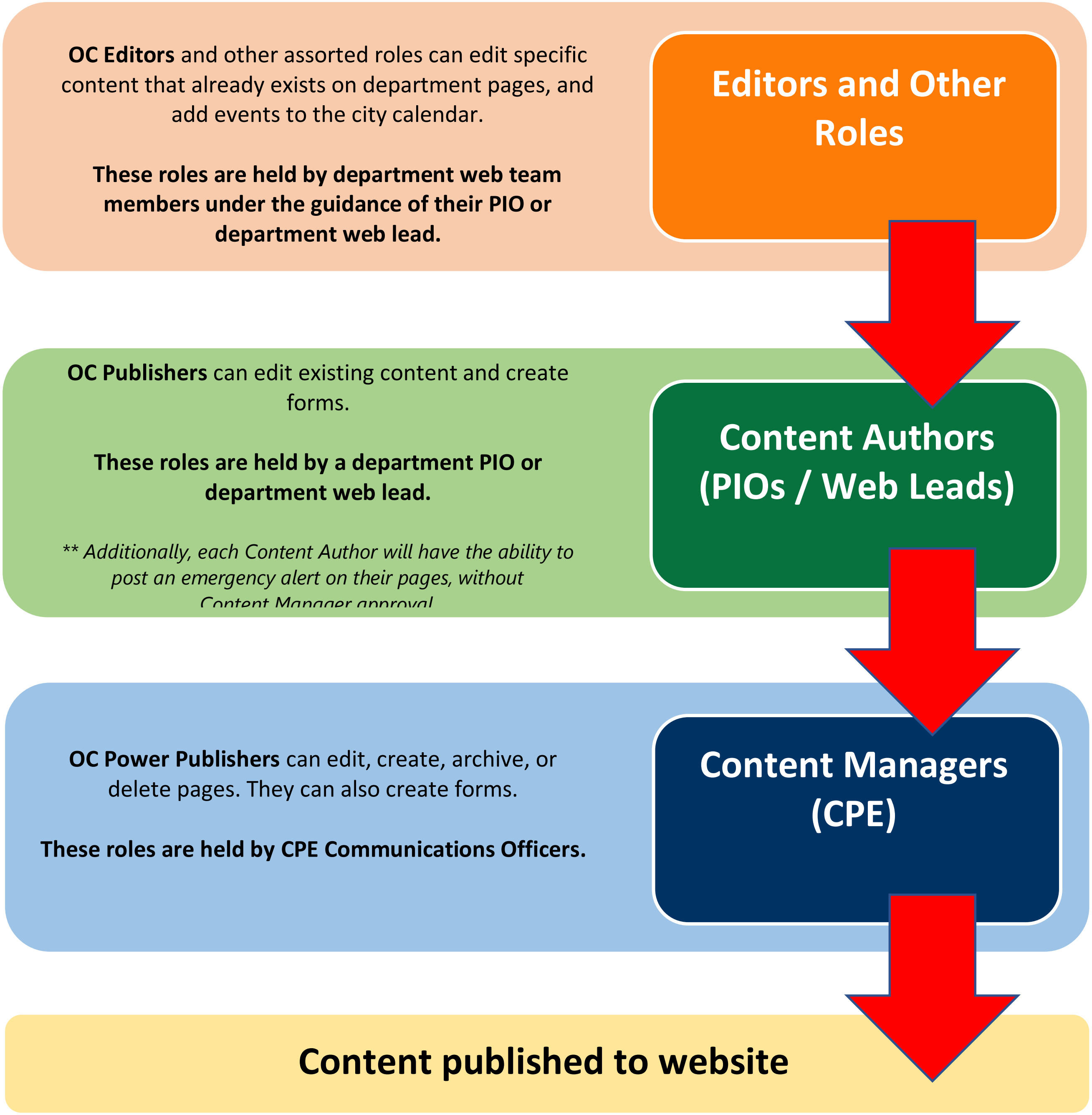
Important notes about roles:

- **People in different departments with the same role will not be able to edit or alter other departments' pages.** For example, if a person is designated a particular role in a Park & Recreation Department web workflow, that person would not be able to edit or change anything on the Code Compliance or Water Department pages. The only people with access to change anything and everything on the site are System Administrators/Site Managers.

- Once departments update the content on a page, the update will go to that department's liaison in the Communications Department for final approval and publication. *Content Authors within departments will have the ability to post an emergency alert on their department's homepage without this approval.*

- If a department wants to create a new page, they will need to discuss it with their assigned Content Manager in the Communication & Public Engagement Department. New pages cannot be created without the approval of a Communication Officer, in order to minimize website bloat and encourage departments to critically assess ways to incorporate any updates into their existing pages.

While each department will have a slightly different approval workflow depending on the size of their web team, the basic roles and workflow for all departments will look similar to this:



OC Editors and other assorted roles can edit specific content that already exists on department pages, and add events to the city calendar.

These roles are held by department web team members under the guidance of their PIO or department web lead.

Editors and Other Roles

OC Publishers can edit existing content and create forms.

These roles are held by a department PIO or department web lead.

*** Additionally, each Content Author will have the ability to post an emergency alert on their pages, without Content Manager approval*

Content Authors (PIOs / Web Leads)

OC Power Publishers can edit, create, archive, or delete pages. They can also create forms.

These roles are held by CPE Communications Officers.

Content Managers (CPE)

Content published to website

NOTE: System Administrators/Site Managers will include the CPE Web Team.

Questions/issues about roles

If you are unable to perform an action discussed in this handbook, or if you need to add another member of your department team to Open Cities to make edits to your pages, contact the Communication & Public Engagement Office's web team.

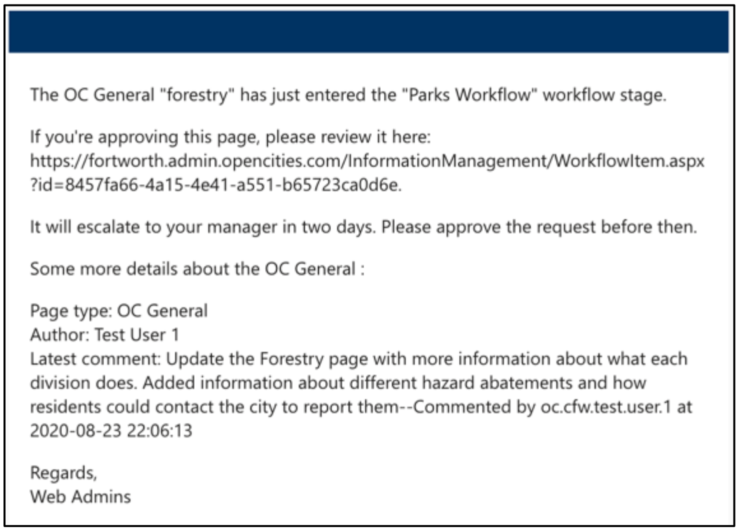
II. What does the approval workflow look like?

Once an editor makes a change on the website and that change enters the approval workflow, where does it go?

After an editor hits the green “submit” button on the page that they’re editing, a screen will pop up that features a comment box.

Editors should fill this comment box with as much detail as possible about the edits they’ve just made, in order to make their content’s review/approval as efficient as possible down the line.

Once the editor submits their comment, an automatically-generated email will be sent to the next person in the approval chain. That email will look like this, with certain sections edited depending upon the page/comment that was submitted:



The OC General "forestry" has just entered the "Parks Workflow" workflow stage.

If you're approving this page, please review it here:
https://fortworth.admin.opencities.com/InformationManagement/WorkflowItem.aspx?id=8457fa66-4a15-4e41-a551-b65723ca0d6e.

It will escalate to your manager in two days. Please approve the request before then.

Some more details about the OC General :

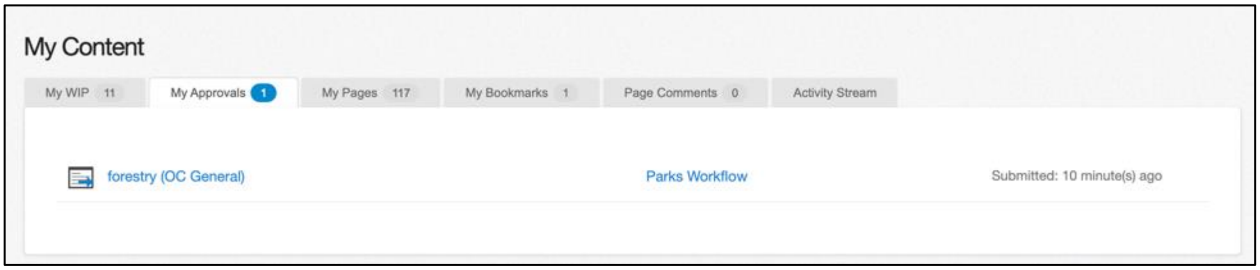
Page type: OC General
Author: Test User 1
Latest comment: Update the Forestry page with more information about what each division does. Added information about different hazard abatements and how residents could contact the city to report them--Commented by oc.cfw.test.user.1 at 2020-08-23 22:06:13

Regards,
Web Admins

Important Note: As the email says, if the person who is next in line in the approval chain does not submit their approval within two days, their manager will be alerted to the delay. This way, edits are kept flowing in a timely manner.

Approving content

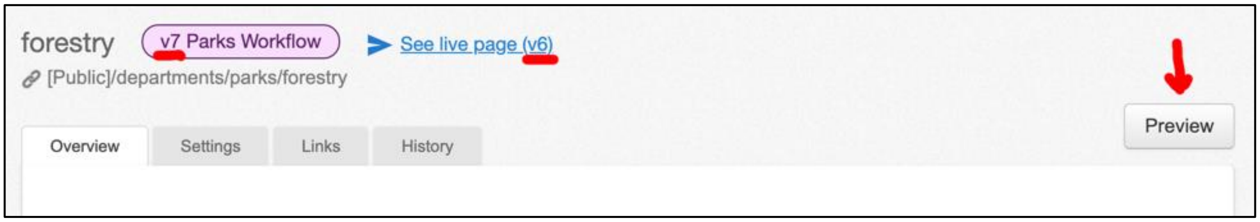
Those who are approving content updates will need to log into their Open Cities dashboard and check under the “My Content” section at the bottom of the page. There should be a “My Approvals” tab there, with any outstanding approvals listed. The blue arrow in the icon indicates that the page has been submitted for approval.


My Content
My WIP 11
My Approvals 1
My Pages 117
My Bookmarks 1
Page Comments 0
Activity Stream

forestry (OC General) Parks Workflow Submitted: 10 minute(s) ago

After clicking on the page that’s been submitted for approval, the reviewer will need to pay special attention to the top of the screen.

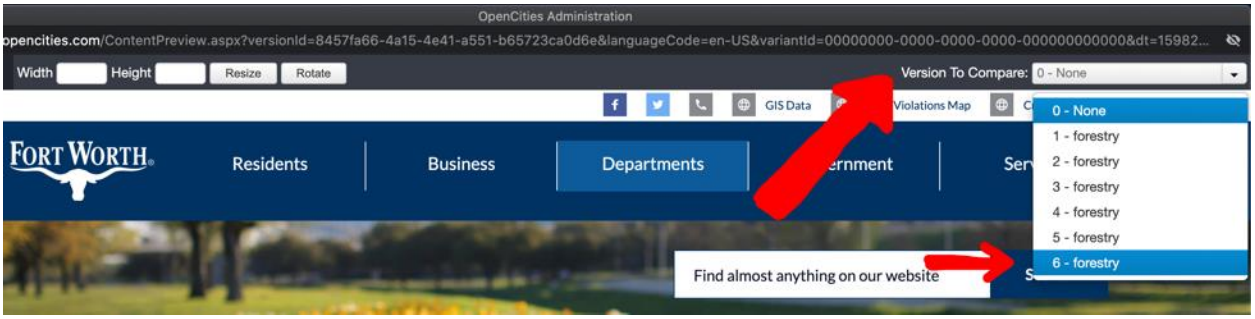
The version of the page that has been submitted for approval will show up highlighted in purple. This is an update to the current live page, which is next to it in blue.


forestry
v7 Parks Workflow
See live page (v6)
[Public]/departments/parks/forestry
Overview
Settings
Links
History
Preview

Ex. This update of the Forestry page is version 7 of the page. It’s an update to the current page, which is version 6.

The reviewer will need to click the “preview” button in the top right corner, which should open a new window with a view of the page as a resident would see it.

Look to the top right corner, and locate the “Version to Compare” box at the very top. Open the drop-down and make sure that the most recent version – in this vase, version 6 – is selected.

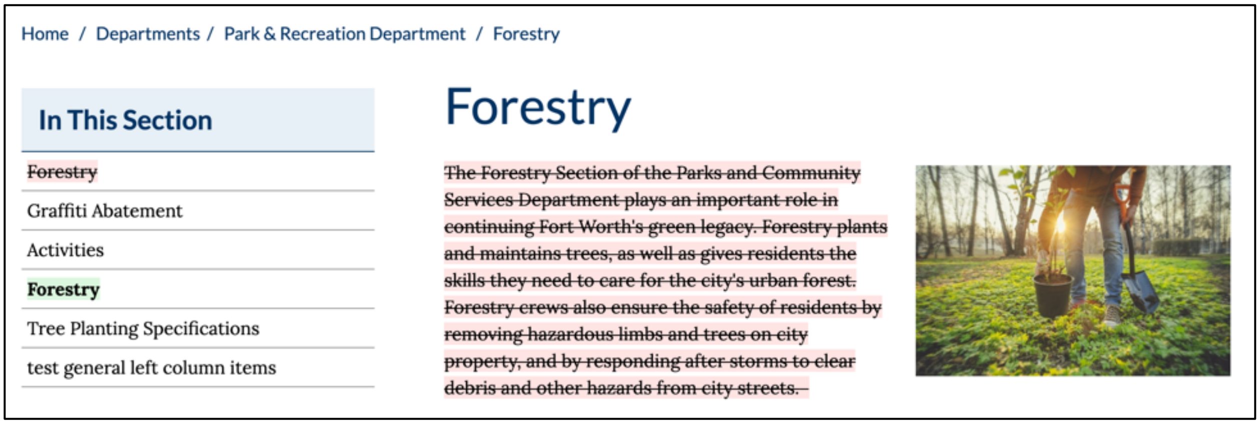

OpenCities Administration
Width
Height
Resize
Rotate
GIS Data
Violations Map
FORT WORTH
Residents
Business
Departments
ernment
Ser
0 - None
1 - forestry
2 - forestry
3 - forestry
4 - forestry
5 - forestry
6 - forestry
Find almost anything on our website

pencities.com/ContentPreview.aspx?versionId=8457fa66-4a15-4e41-a551-b65723ca0d6e&languageCode=en-US&variantId=00000000-0000-0000-0000-000000000000&dt=15982...

Version To Compare: 0 - None

Doing this will allow the approver to quickly compare the proposed version from the content editor with the live page. Continuing with this example, the reviewer is comparing version 7 of the Forestry page – which was edited by a Parks content editor – to the content that's listed in the current version of the page, version 6.

This comparison should make deletions (highlighted in red/pink) and additions (highlighted in green) relatively easy to spot.



Home / Departments / Park & Recreation Department / Forestry

In This Section

~~Forestry~~

Graffiti Abatement

Activities

Forestry

Tree Planting Specifications

test general left column items

Forestry

~~The Forestry Section of the Parks and Community Services Department plays an important role in continuing Fort Worth's green legacy. Forestry plants and maintains trees, as well as gives residents the skills they need to care for the city's urban forest. Forestry crews also ensure the safety of residents by removing hazardous limbs and trees on city property, and by responding after storms to clear debris and other hazards from city streets.~~

From here, the reviewer can proceed one of two ways:

- **Approve the content,** using the green button in the bottom right of the dashboard page. The content should be published to the site immediately once the highest level of approval has been reached.

- **Reject the content**, using the red button in the bottom left of the dashboard page, at which point the content editor will be notified of the rejection via email. **The reviewer will have an opportunity to provide the content editor with specific notes, which is strongly encouraged to prevent a drawn-out back-and-forth between content editor and reviewer.**

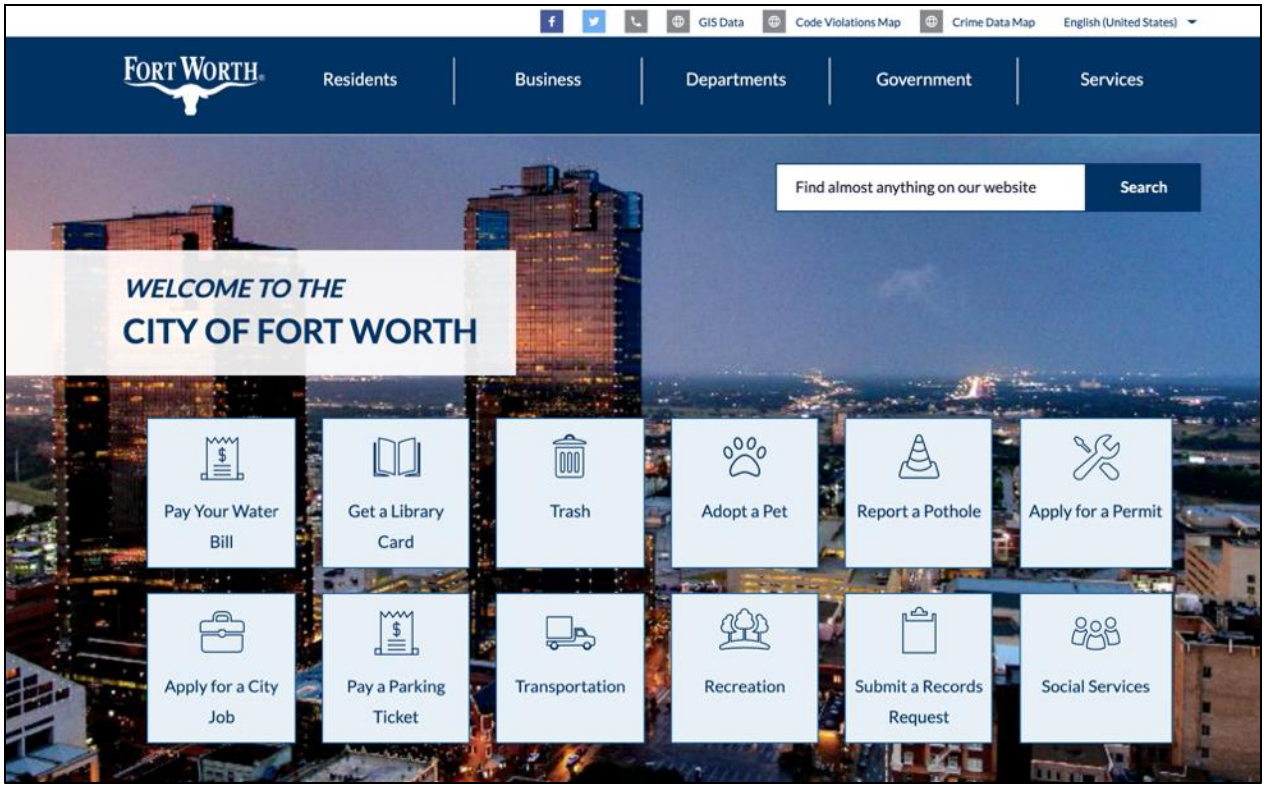
  If rejected, the current version of the page (unchanged by the content editor) will remain on the website until the content editor corrects their issues and resubmits their content for another round of approvals.

  Once the content editor sees that their changes have been rejected, they should be able to continue updating their content based upon the instructions in the rejection notice. After the requested changes have been made, the content editor can resubmit their update back through the approval workflow.

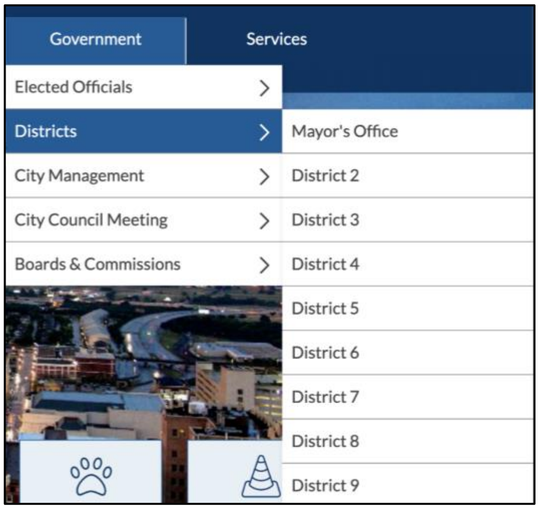
III. Getting oriented: Resident-Facing Site

Welcome to the new FortWorthTexas.gov homepage! This is the side of the website that residents will see when they visit the page while browsing the internet.

Content editors won't make their edits here. They make their edits on the Open Cities dashboard, which looks very different. But before we get to that, let's take a quick tour of the new website from a resident's perspective.


GIS Data
Code Violations Map
Crime Data Map
English (United States)
FORT WORTH
Residents
Business
Departments
Government
Services
Find almost anything on our website
Search
WELCOME TO THE
CITY OF FORT WORTH
Pay Your Water Bill
Get a Library Card
Trash
Adopt a Pet
Report a Pothole
Apply for a Permit
Apply for a City Job
Pay a Parking Ticket
Transportation
Recreation
Submit a Records Request
Social Services

Top navigation


Government
Services
Elected Officials
Districts
City Management
City Council Meeting
Boards & Commissions
Mayor's Office
District 2
District 3
District 4
District 5
District 6
District 7
District 8
District 9

The top navigation area of the new Open Cities website is more robust than the city's current website. The intention is for users to arrive at many different pages in many different ways.

Those users who are more familiar with city departments can use the "Departments" drop-down to explore each collection of department pages. Residents who are searching for a particular topic or service, or for information specific to their neighborhood, can use those areas of the top navigation to access that information.

Users can click/hover over each of the main topics to reveal a drop-down menu of information included in that particular section. Occasionally there will be an additional dropdown menu that further defines a section, indicated by arrows pointing to the right.

Search

Want to find information even faster? Try typing a word or phrase into the search bar.

The Open Cities website has a more intuitive search than the current city website, **but as a department web liaison, we need your help to keep it that way.**

The website search is only as effective as the information loaded into it. If content publishers don't add the relevant information to their content to make it searchable, it won't be as effective. That's why it's so important that those updating the website make sure to fill out content labels, add common search terms related to their content, and add relevant links to their content.

These labels don't just work on web pages – they work on images and PDF documents too! This guide will go into more detail later about ways that content publishers can add labels, and other information to the files they upload in order to maximize the search capability.

Icons

Similar to the current city website, the main focus on the homepage is a series of icons.

These specific icons were selected using the city's current website analytics and reflect the most searched services/the most clicked services on the city's website. The CPE team will periodically check the analytics and may tweak the icons from time to time based on new demand or seasonal needs.

What's happening in Fort Worth?

City News stories, upcoming events on the city calendar, and the city's main social media channels are being integrated in a new single feed on the homepage.

What's happening near me?

Residents will also be able to type in their street address to learn about news and events happening in their district or specific area of town. As of this writing, this section of the website is still being created…but once it's complete, it will be a very helpful tool for residents and city employees alike!

Alternative languages

Many residents needing to access information on the city's website may not speak English as their first language. To accommodate these residents, a dropdown menu is located in the top right corner that allows users to switch between different languages on the new website.

Some of the other popular languages include Spanish and Vietnamese, Fort Worth's top non-English speaking communities, but there are many other languages available as well.

When writing website content, it's important to keep the information simple and as direct as possible, in order to make it easier for these automatic translators to capture the exact meaning behind the message you're trying to convey.

Images

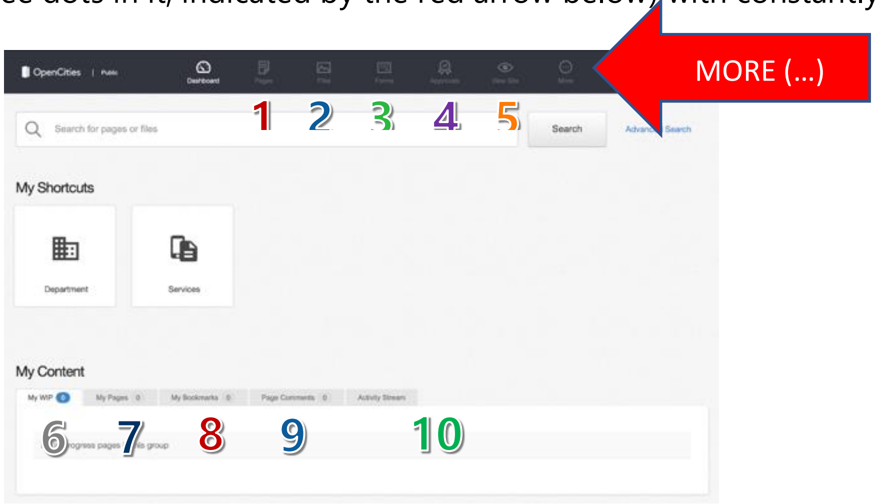
Frequent visitors to the city's new homepage will notice that there are several different homepage images that will rotate whenever the page is refreshed, each depicting new and exciting visions of Fort Worth!

IV. Getting oriented: Open Cities Dashboard

The Open Cities dashboard is where content editors can make their changes to the website. **The back end can be accessed at fortworth.admin.opencities.com.** (Save this address to your web browser favorites!)

Open Cities should automatically log you in using your Microsoft Outlook username and password. After logging into Open Cities, the first thing you'll see is your dashboard.

Every user has the ability to customize their dashboard as they wish, adding frequently-updated pages to their list of shortcuts, and editing their "more" drop-down menu (the circle with the three dots in it, indicated by the red arrow below) with constantly-used links.


OpenCities | Public
Dashboard
Pages
Files
Forms
Approvals
View Site
More
MORE (...)
1
2
3
4
5
Search for pages or files
Search
Advanced Search
My Shortcuts
Department
Services
My Content
My WIP
My Pages 0
My Bookmarks 0
Page Comments 0
Activity Stream
6
7
8
9
10

In addition to the search bar, which searches both pages AND files, you can learn more information about each of the top navigation and bottom "My Content" navigation at the corresponding number below.

1: Pages. View a menu of all the pages on the city website. Useful if you need to update a page.

2: Files. View a menu of all PDF/image files on the city website. Useful if you need to update a PDF or an image.

3: Forms. View the OpenForms portal. Useful if you need to edit an online form.

6: My WIP. "Work in Progress" pages are pages that you've been working on, but haven't published yet.

7: My Pages. Shows all the pages you've worked on.

8: My Bookmarks. Shows pages that you've bookmarked.

4: Approvals. Check to see where your updates are in the approval process, or approve department changes.

5: View site. Pulls up the current published version of the website, starting at the homepage.

9: Page Comments. View user comments on pages you've worked on.

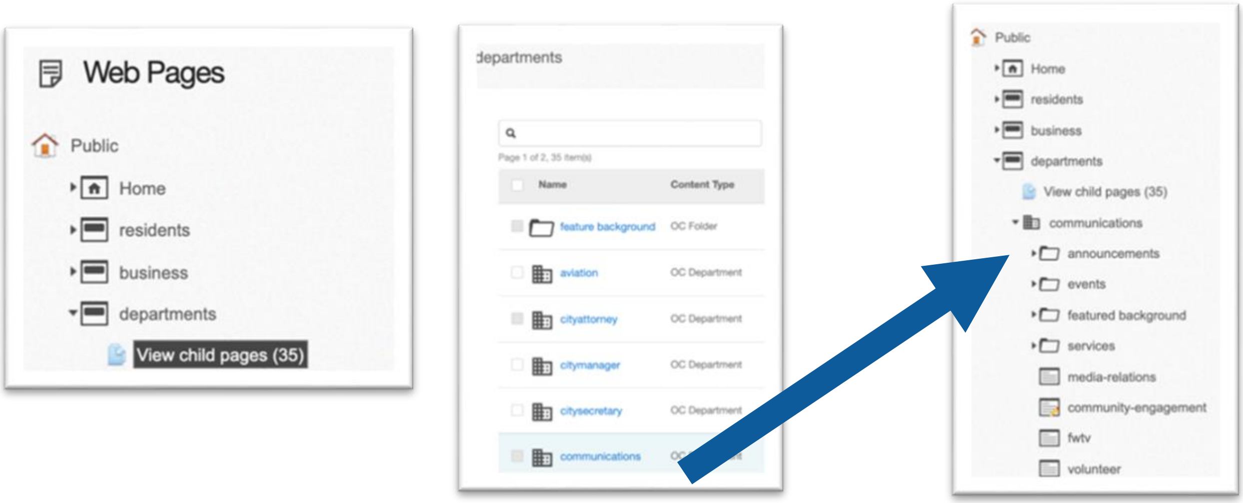
10: Activity Stream. A record of all of your activity within Open Cities.

V. Pages

From your dashboard, clicking on either the **Department** shortcut or the **Pages icon** in the top navigation will bring you to a menu of all the pages on the city website.

You can search for specific pages using the search bar, or you can use the left-hand navigation to expand areas you'll be working in. Either way will allow you to access the pages you want to edit.

To drill down on the left-hand navigation, **click the tiny arrow on the left side of Departments** to view the child pages in that folder. Your main screen should now be filled with a list of city departments; click yours.


Web Pages
Public
Home
residents
business
departments
View child pages (35)
departments
Page 1 of 2, 35 item(s)

Name	Content Type
feature background	OC Folder
aviation	OC Department
cityattorney	OC Department
citymanager	OC Department
citysecretary	OC Department
communications	OC [illegible]

Public
Home
residents
business
departments
View child pages (35)
communications
announcements
events
featured background
services
media-relations
community-engagement
fwtv
volunteer

Once you click your department name, that group of pages should appear in the left-hand navigation area, along with tiny arrows on the left side of each icon that will allow you to expand/hide content in your department folders.

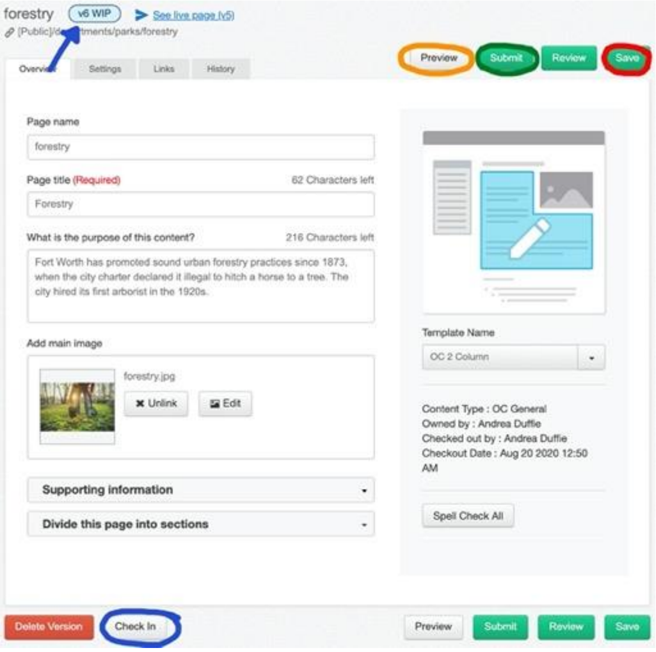
Those employees who have used Windows Explorer might be familiar with this type of navigation. The folders and pages are "nested" under each other like Russian nesting dolls, with "child" pages located under "parent" folders or landing pages. This nesting system creates a hierarchy of information that governs the website and helps keep it organized.

Also, while department liaisons may be able to see other department pages, they will not be able to make edits to them.

Working on pages – Checking in and out

One important security feature of the Open Cities website is that two individuals cannot work on the same page at one time. This keeps one person from accidentally overwriting or changing the second person's work (or vice versa) and ensures that there's a single version of a page (no duplicates) on the website at any given time.

When you're working on a page, you've **"checked it out"**, which means that nobody else can work on it. As you start working and saving your progress, you might notice a **"WIP"** –or "Work In Progress"— icon appear at the top of the page.


forestry
v6 WIP
See live page (v5)
[Public]/departments/parks/forestry
Overview
Settings
Links
History
Preview
Submit
Review
Save
Unlink
Edit
Supporting information
Divide this page into sections
Spell Check All
Delete Version
Check In
Preview
Submit
Review
Save

Page name: forestry

Page title (Required) — 62 Characters left: Forestry

What is the purpose of this content? — 216 Characters left: Fort Worth has promoted sound urban forestry practices since 1873, when the city charter declared it illegal to hitch a horse to a tree. The city hired its first arborist in the 1920s.

Add main image: forestry.jpg

Template Name: OC 2 Column

Content Type : OC General
Owned by : Andrea Duffie
Checked out by : Andrea Duffie
Checkout Date : Aug 20 2020 12:50 AM

In order to begin making updates, click the UPDATE button. If you don't see an UPDATE button on a page, you don't have permission to edit that page.

We strongly recommend that you **save your work frequently**, just as you would on any other system like Microsoft Word or Excel. **Open Cities does not automatically save your work.**

Once you save your changes, you can click the **Preview button** to get an idea of what your design will look like in the final version of the page.

When you are satisfied with all of your edits, you're ready to click the **Submit button** to send your edits through your department's review workflow. **When you click Submit, be sure to enter a comment specifying what you changed in what areas of the**

page, to help your reviewers more quickly identify where on the page they should be looking.

Also, before hitting the Submit button, make sure that all of your changes are complete. You will not be able to re-access the page until the workflow approvals have been completed. Lastly, once your work is done, be sure that your page is "**checked in**" so others can work on it if need be.

About page templates

There are more than 40 different page templates in the Open Cities system, and each one does different things / behaves a little differently from the others.

However, there are only a few templates that department publishers will really be working in. These template names are listed below, along with what they do and the icon that corresponds to the template, so you'll be able to recognize them throughout the website.

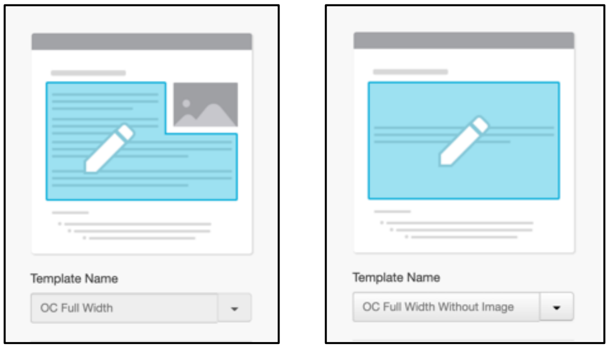
Icon	Template name	What it does
⚠	**OC Announcement**	Creates an announcement box, like a warning, a closing, or an emergency alert.
📋	**OC Bids and Tinders**	Bids for city projects that usually live on the Purchasing page.
🏢	**OC Department**	Department home pages.
📄	**OC Document**	Usually a PDF document, such as an annual report, strategic plan, or other report with a lot of data in it.
📅	**OC Event**	Adds events, activities and meetings to the city calendar.
★	**OC Featured Content**	Creates a featured content section on a page.
☰	**OC General** **FW General**	This template is the most frequently-used option for creating pages on the city website.
🖼	**OC Image Gallery**	Create a gallery of multiple images.
💡	**OC Initiative**	Highlights specific initiatives or projects.
💼	**OC Job**	Create a job posting.

▬	**OC Landing Page** **FW Landing Page**	Creates a page that has multiple connecting points to other related content. **It's strongly recommended that you talk to a System Administrator before editing, as they can be confusing.**
📰	**OC News Article**	Creates a City News article.
🌲	**OC Park**	Creates a page that gives basic information about a city park or community center, including location and amenity information.
🚧	**OC Project**	Used exclusively for Capital Improvement Projects.
↪	**OC Redirect Page**	Redirects users to another piece of content, either on the existing website or on a different site altogether.
⋯	**OC Rotating Banner**	Similar to the "slider" images on the current city website, this creates a slideshow with rotating images.
📄	**OC Service**	A template specifically for city services – i.e. an opportunity for two-way interaction between the city and a resident.
⋯	**OC Slide**	Populates the slide images for an OC Rotating Banner template.

Now, let's take a look at some of the main templates that you'll most likely come across as you update the city website.

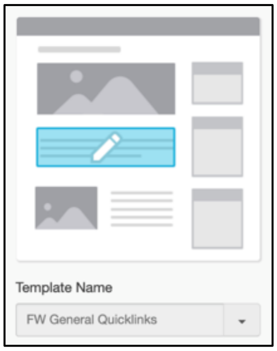
OC General Template (FW General / OC Full Width)

The page templates that you will probably see the most throughout the website are variations on the OC General Template, intended for "general" pages. **The OC General Template** comes in a couple different variations, depending on whether you prefer the page layout to be full-width/have columns, or have a picture or not. There's also a **FW General version** that includes a right column with quick links and contact information.


Template Name: OC Full Width

Template Name: OC Full Width Without Image

Full width OC template layouts


Template Name: FW General Quicklinks

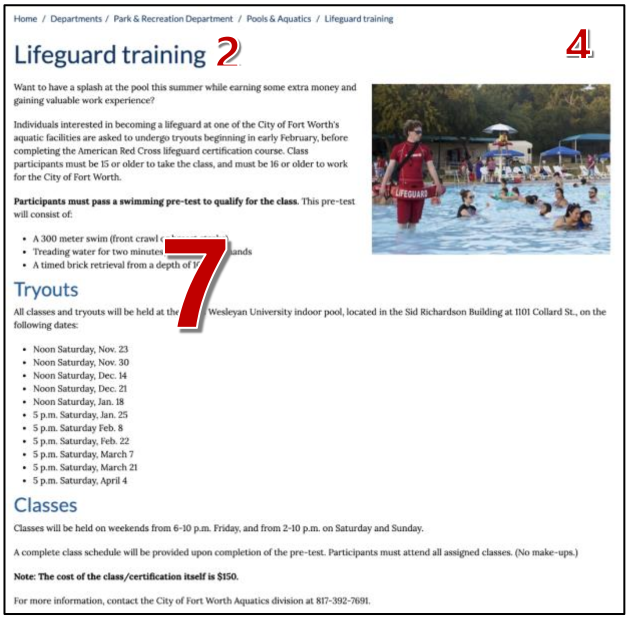
FW General template w/right column links

However, the anatomy of an OC General Template page is pretty consistent; the information just gets moved to different areas (or hidden) depending on which version of the template is used. (See below for the different page elements and their numbered locations on the final page.)

1. **Page name:** The page name is for indexing on the back-end only, and should be as specific as possible. When writing page names, please make sure that they are lowercase and that there is a dash between all words, instead of spaces.

   Example: lifeguard-training

2. **Page title:** This is the title that will appear on the page itself, which viewers will be able to see. Remember to use AP style, and spaces between words are fine.



Home / Departments / Park & Recreation Department / Pools & Aquatics / Lifeguard training

Lifeguard training

Want to have a splash at the pool this summer while earning some extra money and gaining valuable work experience?

Individuals interested in becoming a lifeguard at one of the City of Fort Worth's aquatic facilities are asked to undergo tryouts beginning in early February, before completing the American Red Cross lifeguard certification course. Class participants must be 15 or older to take the class, and must be 16 or older to work for the City of Fort Worth.

Participants must pass a swimming pre-test to qualify for the class. This pre-test will consist of:

- A 300 meter swim (front crawl c
- Treading water for two minutes ands
- A timed brick retrieval from a depth of 1

Tryouts

All classes and tryouts will be held at the Wesleyan University indoor pool, located in the Sid Richardson Building at 1101 Collard St., on the following dates:

- Noon Saturday, Nov. 23
- Noon Saturday, Nov. 30
- Noon Saturday, Dec. 14
- Noon Saturday, Dec. 21
- Noon Saturday, Jan. 18
- 5 p.m. Saturday, Jan. 25
- 5 p.m. Saturday Feb. 8
- 5 p.m. Saturday, Feb. 22
- 5 p.m. Saturday, March 7
- 5 p.m. Saturday, March 21
- 5 p.m. Saturday, April 4

Classes

Classes will be held on weekends from 6-10 p.m. Friday, and from 2-10 p.m. on Saturday and Sunday.

A complete class schedule will be provided upon completion of the pre-test. Participants must attend all assigned classes. (No make-ups.)

Note: The cost of the class/certification itself is $150.

For more information, contact the City of Fort Worth Aquatics division at 817-392-7691.

3. **Purpose of the content:** This should be a brief description of the content, which will be used in search and indexed in Google to drive Search Engine Optimization (SEO). It will not appear on the final page.

4. **Add main image:** This image will appear in either the top right corner and will be the main focal point of your page. *NOTE: If you use a FW General template, the image will not appear at the top right corner due to that area being occupied by the page quick links. You'll have to add an image in the main column of information using the blue box.*

5. **Supporting information:** This is the section where you can add supporting links to other related pages on the website, and/or link to supporting documents (like PDF reports) to add context to the information on the page. These links and documents usually appear in a "Related information" section at the bottom, or in another column, of the page.

> **NOTE: Before starting the process of linking a supporting document or supporting link to a page, the document/link must have already been published to the site and approved in the workflow. You can't link**

something that doesn’t exist in the system yet.

If a new page needs to be created, contact your CPE Liaison for assistance.

If you need to add a supporting document, follow the steps below.

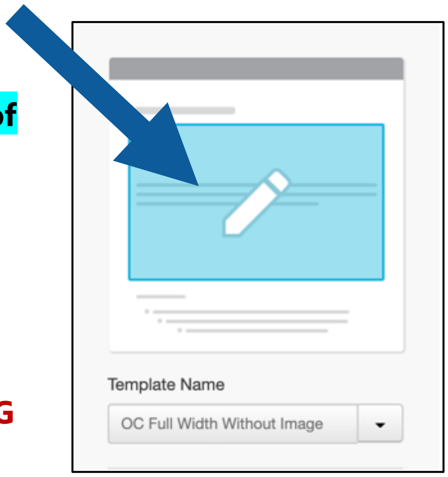
- **Click the “insert link” text under the “Add supporting documents” section.**
- **This will open an “Add supporting documents menu, and you’ll need to click the gray menu icon under the “link name” in the left column.** This new menu will allow you to select an item to link.
- Expand the “Files” and “Root” sections to locate your department and access your documents folders.
- **Select which document you would like to link.** This will automatically generate a site-specific link to populate in the right column…DO NOT CHANGE THIS LINK. You can also use this opportunity to determine whether or not this link will open a new window when it is clicked.
- **Click the green “save” button.**

6. **Add common search terms / content labels:** It’s important that all content creators fill out these sections, because they help the Open Cities website search work better – which makes it easier for users to find information more than one way!

Examples of search terms (separated by commas) for this particular page might be:
lifeguards, swimming lessons, pools, swimming pools, aquatics, summer jobs, recreation

Examples of content labels, which help group similar groups of content together, might include the content’s division and department: *aquatics* and *recreation*.

7. While that covers the basics, if you would like to add even more information to the body of the page, you’ll need to go to the top right section to where your page template is located, and click the blue box with a pencil in the middle of it. This area is called the **WYSIWYG Editor**. (Pronounced “whizzy-wig”, it stands for "What You See Is What You Get", meaning the content will show on the web exactly as viewed here.)



Template Name

OC Full Width Without Image

PRO TIP: On all templates, any time you see a section that is blue and has a pencil located inside of it, that section can be edited.

8. Clicking the blue WYSIWYG editor should bring up another window that depicts the main content of your page, which appears in the main body column.

Editing your main body content using the WYSIWYG editor is covered in greater detail later on in this guide.

9. After making changes in your WYSIWYG window, **make sure to click the green “Save content and close” button at the bottom right of the page.**

10. When you’re ready, use the green buttons in the top right corner of the page to either a) **save** your work, b) **preview** what your edits will look like on the final page – this only works after your work has been saved, c) send your edits to someone in your workflow for **review**, or d) **submit** your edits.

Submitting your edits will send your changes through the workflow that has been established for your department, which will normally include your department’s PIO and/or your department’s liaison in the Communication & Public Engagement Office.

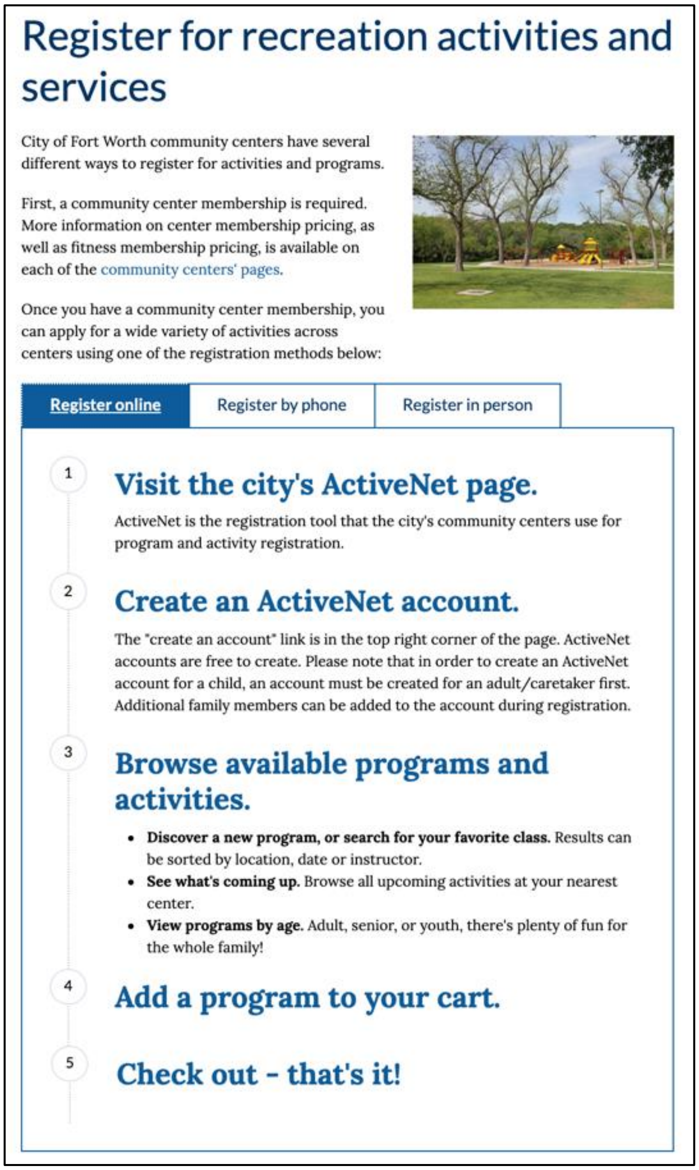
IMPORTANT NOTE: Until your edits are approved by everyone in your team’s workflow, your changes will not appear live on the website.

OC Services Template

One of the goals of the new Open Cities website is to provide our residents with clear, concise, and easy-to-follow-instructions to accomplish specific tasks and take advantage of city services.

To that end, departments will be asked to tweak the content on their pages so that it can be more tailored to the OC Services template. The OC Services template is similar to the OC General and FW General templates, with the major difference of a large area, distinguished by tabs, in the middle of the page.

These tabs are great for providing instructions to residents that help them use our services in different capacities – for example: how to register for a service online, using a paper form, by phone, or in person. Each tab can provide specific instructions – contact information, links to forms and documents, etc. to help make it easier on residents.



Register for recreation activities and services

City of Fort Worth community centers have several different ways to register for activities and programs.

First, a community center membership is required. More information on center membership pricing, as well as fitness membership pricing, is available on each of the community centers' pages.

Once you have a community center membership, you can apply for a wide variety of activities across centers using one of the registration methods below:

1. Visit the city's ActiveNet page.

   ActiveNet is the registration tool that the city's community centers use for program and activity registration.

2. Create an ActiveNet account.

   The "create an account" link is in the top right corner of the page. ActiveNet accounts are free to create. Please note that in order to create an ActiveNet account for a child, an account must be created for an adult/caretaker first. Additional family members can be added to the account during registration.

3. Browse available programs and activities.

   - **Discover a new program, or search for your favorite class.** Results can be sorted by location, date or instructor.
   - **See what's coming up.** Browse all upcoming activities at your nearest center.
   - **View programs by age.** Adult, senior, or youth, there's plenty of fun for the whole family!

4. Add a program to your cart.

5. Check out - that's it!

These service tabs also have the ability to create numbered lists that clearly articulate the process, and the steps that the resident will need to take to perform the activity.

Currently, much of the city's website is not written in this format. It will be up to department content editors to evaluate their pages, identify which should be listed in an OC Service template, and re-write/edit the content to conform to this format.

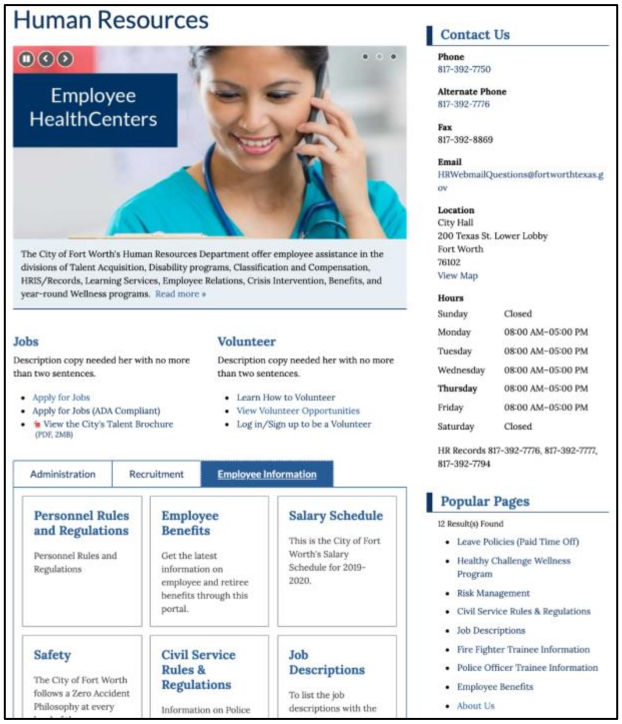
The end result should be a much more intuitive, streamlined approach for users.

OC Department Template

The **OC Department** template combines different elements from the General template and the Services template to create multiple ways to navigate that section of the site.

Like the FW General or OC General template, it has a right column with contact information, department hours, and a list of popular pages. It also supports an OC Rotating Banner.

However, it also has a tab menu in the middle of the page – similar to the OC Service template – that leads to different landing pages, for different service areas of the department.



Human Resources

Employee HealthCenters

The City of Fort Worth's Human Resources Department offer employee assistance in the divisions of Talent Acquisition, Disability programs, Classification and Compensation, HRIS/Records, Learning Services, Employee Relations, Crisis Intervention, Benefits, and year-round Wellness programs. Read more »

Jobs

Description copy needed her with no more than two sentences.

- Apply for Jobs
- Apply for Jobs (ADA Compliant)
- View the City's Talent Brochure (PDF, 2MB)

Volunteer

Description copy needed her with no more than two sentences.

- Learn How to Volunteer
- View Volunteer Opportunities
- Log in/Sign up to be a Volunteer

Administration | Recruitment | Employee Information

Personnel Rules and Regulations

Personnel Rules and Regulations

Employee Benefits

Get the latest information on employee and retiree benefits through this portal.

Salary Schedule

This is the City of Fort Worth's Salary Schedule for 2019-2020.

Safety

The City of Fort Worth follows a Zero Accident Philosophy at every

Civil Service Rules & Regulations

Information on Police

Job Descriptions

To list the job descriptions with the

Contact Us

Phone
817-392-7750

Alternate Phone
817-392-7776

Fax
817-392-8869

Email
HRWebmailQuestions@fortworthtexas.gov

Location
City Hall
200 Texas St. Lower Lobby
Fort Worth
76102
View Map

Hours

Sunday	Closed
Monday	08:00 AM–05:00 PM
Tuesday	08:00 AM–05:00 PM
Wednesday	08:00 AM–05:00 PM
Thursday	08:00 AM–05:00 PM
Friday	08:00 AM–05:00 PM
Saturday	Closed

HR Records 817-392-7776, 817-392-7777, 817-392-7794

Popular Pages

12 Result(s) Found

- Leave Policies (Paid Time Off)
- Healthy Challenge Wellness Program
- Risk Management
- Civil Service Rules & Regulations
- Job Descriptions
- Fire Fighter Trainee Information
- Police Officer Trainee Information
- Employee Benefits
- About Us

This creates multiple points of navigation, making department pages a true "one stop shop" for information. On the one hand, residents may be able to find what they're looking for in the popular pages, but they can also drill down through different department areas as well.

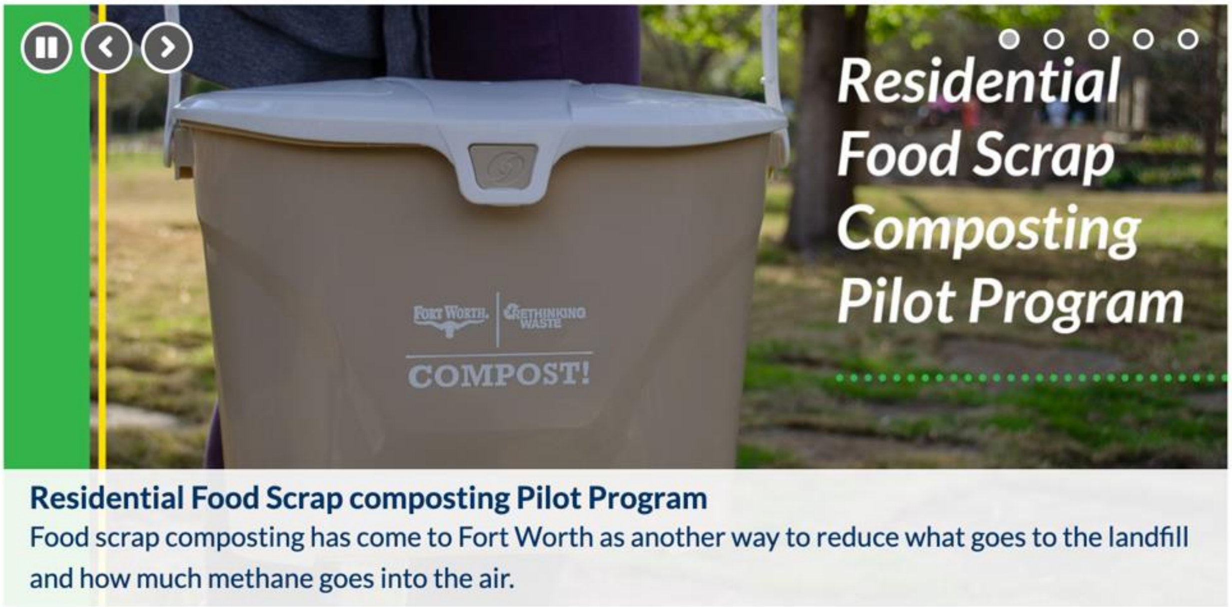
OC Rotating Banner and OC Slide Templates

On the old city website, some departments had what were called "sliders" on their homepages. These "sliders" would function as miniature slide shows that rotated through different images to promote a department's different programs and activities.

The OC Rotating Banner template and OC Slide template operate under the same principle. Each OC Slide is an individual slide that is grouped under an OC Rotating Banner, which means that image will show up in the rotation.

The final rotating banner will show up on the page with a set of controls at the top, which lets viewers cycle through the slides at their own speed, and see how many slides are in the set.

Using the “Add a feature summary” area, you can convey any important text, which will appear at the bottom of the image in ADA-compliant format. You can also set up the slide so it goes to a particular link by “adding feature link URL” when designing it.



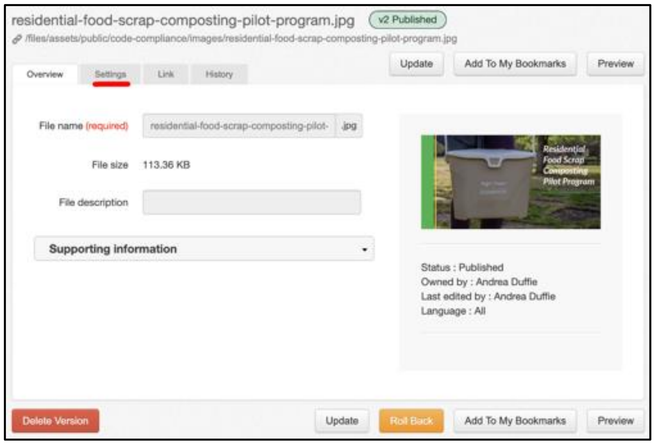
Residential Food Scrap composting Pilot Program

Food scrap composting has come to Fort Worth as another way to reduce what goes to the landfill and how much methane goes into the air.

In order to keep rotating banners consistent across the site, please stick to the following rules when creating yours:

- Slide images need to be sized at 1200 x 628 pixels.
- Slides need to incorporate as little text as possible, to remain consistent with ADA rules. (There’s an area on the OC Slide template where you can add your text information.)
- When creating the OC Banner, slides should “slide”, rather than “fade”, as a banner action.

Scheduling a slide


v2 Published
Overview
Settings
Link
History
Update
Add To My Bookmarks
Preview
Supporting information
Residential Food Scrap Composting Pilot Program
Delete Version
Update
Roll Back
Add To My Bookmarks
Preview

residential-food-scrap-composting-pilot-program.jpg
/files/assets/public/code-compliance/images/residential-food-scrap-composting-pilot-program.jpg

File name (required): residential-food-scrap-composting-pilot- .jpg
File size: 113.36 KB
File description:

Status : Published
Owned by : Andrea Duffie
Last edited by : Andrea Duffie
Language : All

The OC Slide template is pretty straightforward, but you can gain even more control over what images post when by clicking the Settings tab at the top of the page.

Under that tab, you'll have the ability to schedule what date and time a specific image will publish (appear on the site), or deactivate (disappear from the site). You can also set a time to review the image (in a year, perhaps) in case you need a reminder to update the graphic.

OC Project template

Several departments (but not all) are responsible for **capital projects** – major projects that often involve the construction of new facilities, the repair/maintenance of current facilities, or other infrastructure development.

Information about these capital projects – also known by the acronym **CIP**, for "**capital improvement projects**" – is available on the city website in order to provide transparency and expectations to residents who might be experiencing the impact of construction in their neighborhoods, or who might be eagerly anticipating the opening of a new facility.

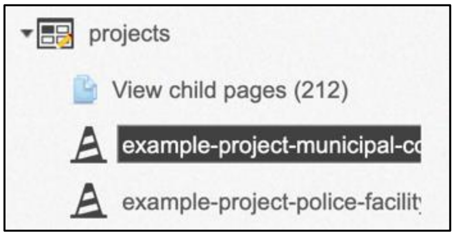
These web pages generally provide information about the project, its current status and projected start/end dates, where the project funding comes from, how to contact the project manager involved, and any public meetings about the project.

Department web liaisons will be expected to keep their department's capital project information up to date by updating the project pages on a monthly basis.

How to create a new CIP project

Capital Projects are located in a different section of the OC dashboard than the department pages.

1. After logging into Open Cities, click on the “pages” option in the top navigation.



2. **Scroll down past the department module interface until you get to the “projects” module interface.** Click “view child pages”.

3. **Scroll through the child pages until you find an example template for the category of Capital Project you wish to add.** The title should read “example project” followed by one of the following categories:

- Animal Care & Control Improvements
- Aviation Improvements
- Bridge Rehabilitation
- Drainage Improvements
- Fire Safety Improvements
- Library System Improvements
- Municipal Court Improvements
- Municipal Service Facility Improvements
- Park, Recreation & Community Center Improvements
- Police Facility Improvements
- Street & Transportation Improvements
- Water & Wastewater Improvements

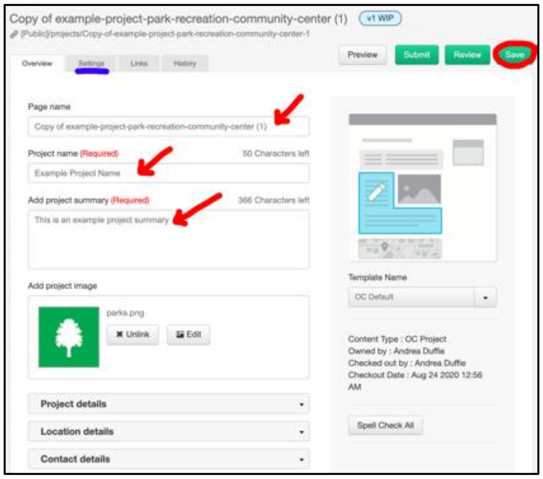
Each of these project categories has a slightly different template. By duplicating the “example project” that corresponds to this template, project managers will save a lot of additional time and effort, and ensure that their project information appears correctly across the site.

4. Once you’ve identified the correct example project, right click and select “copy page”. This should duplicate the example project for you to tweak the template to your needs.

5. Now, there are some immediate areas that need to be changed in order to distinguish this duplicated page as its own project.

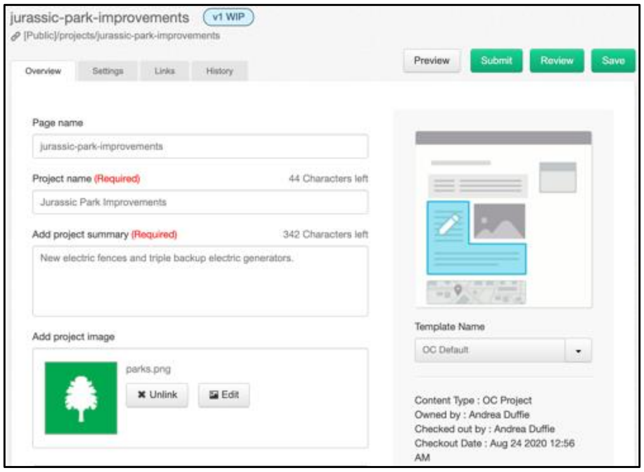
- Change out the page name, project name, and project summary, then click the “Save” button in the top right corner.

- Click the Settings tab and under the Create URL Address area, delete the URL that begins “Copy-of-example-project”, so that there is a single URL associated with the project name listed.


v1 WIP
Overview
Settings
Links
History
Preview
Submit
Review
Save
Unlink
Edit
Project details
Location details
Contact details
Spell Check All

Copy of example-project-park-recreation-community-center (1)
[Public]/projects/Copy-of-example-project-park-recreation-community-center-1

Page name: Copy of example-project-park-recreation-community-center (1)
Project name (Required) 50 Characters left: Example Project Name
Add project summary (Required) 366 Characters left: This is an example project summary
Add project image: parks.png
Template Name: OC Default
Content Type : OC Project
Owned by : Andrea Duffie
Checked out by : Andrea Duffie
Checkout Date : Aug 24 2020 12:56 AM


v1 WIP
Overview
Settings
Links
History
Preview
Submit
Review
Save
Unlink
Edit

jurassic-park-improvements
[Public]/projects/jurassic-park-improvements

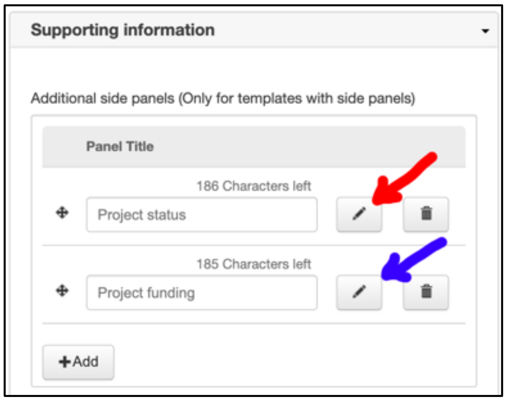
Page name: jurassic-park-improvements
Project name (Required) 44 Characters left: Jurassic Park Improvements
Add project summary (Required) 342 Characters left: New electric fences and triple backup electric generators.
Add project image: parks.png
Template Name: OC Default
Content Type : OC Project
Owned by : Andrea Duffie
Checked out by : Andrea Duffie
Checkout Date : Aug 24 2020 12:56 AM

6. Back on the main project page, add or edit the following information:

- **Project details**
  - Add the date/time of your project completion.
  - Edit the project value.
  - Leave the contractor name blank; it will be filled in in a different section.

- **Location details**
  - Insert a street address if a single street address location exists for the project.
- **Contact details**
  - Edit/add the project manager’s name and contact phone number/contact email.

- **Supporting information**
  - **Project status:** Click the pencil next to this section, and enter one of the following status words as needed.
    - Bid & Award
    - Design
    - Construction
    - On Hold
  - **Project funding:** Edit the existing bullet points to list the various Bond


Supporting information
Panel Title
+Add

Additional side panels (Only for templates with side panels)
186 Characters left: Project status
185 Characters left: Project funding

Elections or other funding sources for the project.

- **Content labels: Add the following, each separated by a comma:**
  - projects
  - district***X*** (Insert the council district where this project is located. *Ex. district2*)
  - cip-project-***category-name*** (*Ex. cip-project-park-recreation-community-center*)

7. Click the "save" button to save your work as needed, and click the "submit" button when you're ready to send it through your department's workflow process.

VI. Editing your page's content in the WYSIWYG Editor

Now that we've covered some of the more basic templates that you'll run across, let's get into some details about how to edit content in the main body content of your pages using the WYSIWYG (pronounced "whizzy wig") Editor – that blue box with the pencil in it that you'll find in your page template layouts. WYSIWYG stands for "What You See Is What You Get, meaning what you see here will look the same on the web.

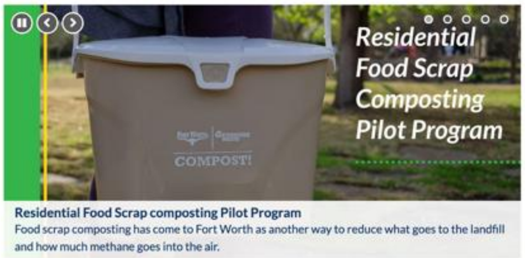
This body content area of your page is the section where you can get the most creative in terms of layout and how your content will be organized.

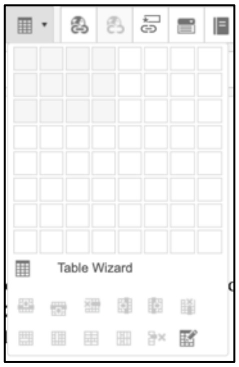
You can tweak your content's look, feel, and organization using the tools located in the top navigation of the body content window. You might recognize many of these icons from other programs you might be familiar with, like Microsoft Word or GovDelivery. Many of these icons perform similar functions in Open Cities as they do in other programs.

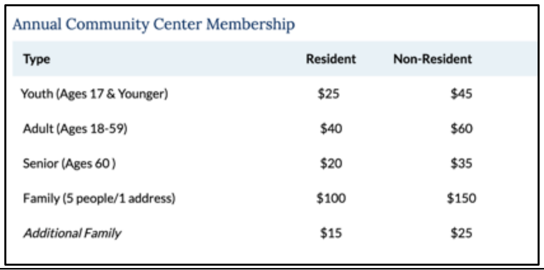
However, there are also a number of icons at the top of the body count window that are specific to Open Cities.
A list of the main icons you should know, from left to right, is below. Next to each icon is information explaining what it does, with visual examples where possible.

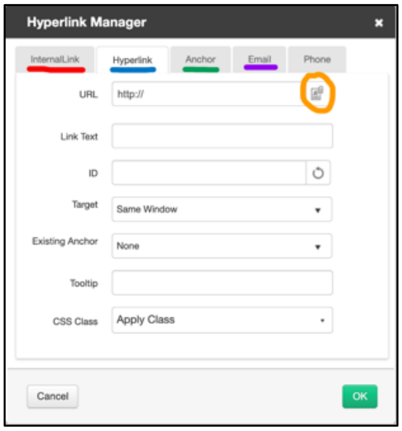
Icon	Tool name	TOP ROW NAVIGATION: What it does
↶ ▾	**Undo**	This button undoes your most recent action on the page. Clicking the down arrow allows you to undo several recent actions simultaneously.

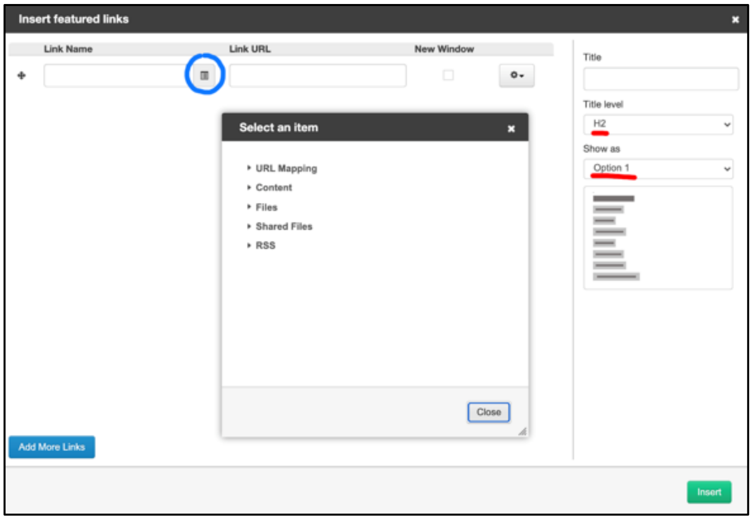
↻ ▾	**Redo**	The opposite of the undo button, this button allows you to redo multiple actions if you've reversed them via the undo button.
abc✓	**Spellcheck**	Spellcheck will comb through your content looking for spelling errors. Always recommended.
🔍	**Find and Replace**	Looking for a particular word in a very long document? Need to replace a word or phrase that is repeated multiple times in a single page? This is the tool for you.
HTML	**Paste HTML**	You shouldn't need to use this tool very much, unless you're pasting in complex HTML. It's recommended that department users reach out to the web team before using this function.
W	**Paste from Word / strip font**	**This is a very important icon that should be used often.** When copying/pasting text from Outlook or Microsoft Word documents, the text will NOT automatically conform to the correct font used by the website. (In fact, the website might not be able to correctly read or display the font that you're pasting in.) If you're copying/pasting text from Outlook or MS Word into the website, be sure to click this button to open the new window, and insert your text there so it loads correctly.
🖼	**Image Manager**	If you'd like to add an image to your webpage, the Image Manager is the place to begin. (*Tip: It will work faster if your image is already loaded into the website / approved through your department's workflow.*) For more on how to insert images, see the **Files, Documents and Images** section.

	Insert Rotating Banner	Called "sliders" on the city's current website, rotating banners cycle through a series of different images, and are usually incorporated into a department's home page. Multiple slides (OC Slide template) populate a single rotating banner (OC Rotating Banner template). The final banner will have a series of controls at the top to allow users to cycle through the slides at their preferred speed, and indicate which slide they're on. **In order to keep rotating banners consistent across the site, please stick to the following rules when creating yours:** • Slides need to be sized at 1200 x 628 pixels. • Slides need to incorporate as little text as possible, to remain consistent with ADA rules. (There's an area on the OC Slide template where you can add your text information.) • When creating the OC Banner, slides should "slide", rather than "fade", as a banner action.  Residential Food Scrap composting Pilot Program Food scrap composting has come to Fort Worth as another way to reduce what goes to the landfill and how much methane goes into the air.
	Document Manager	Similar to the Image Manager, if you'd like to link to a PDF document that already exists on the website, this is the way to do it. (*Tip: It will work faster if your image is already loaded into the website / approved through your department's workflow*.) Remember, you do not need to re-add a document multiple times to get it to appear in multiple places on the Open Cities website. You can reuse the same link from the same document, if it has already been loaded into the system. Please note that if you're linking to a PDF document, a PDF icon will appear next to your link in the final copy. For more on how to insert documents, see the **Files, Documents and Images** section.

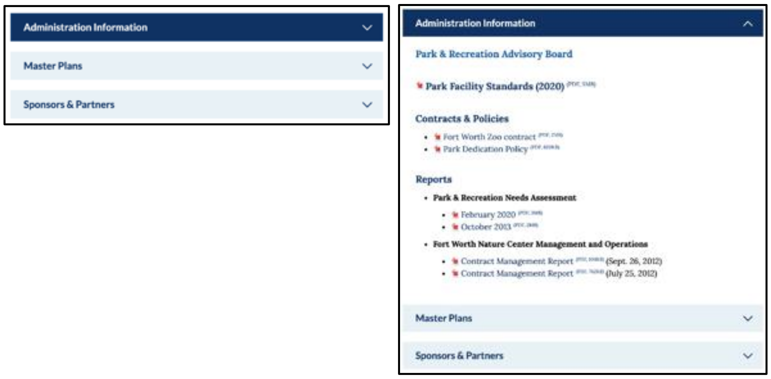
<table>
<tr>
<td>▦ ▾</td>
<td>Table Wizard</td>
<td>
When inserting large amounts of data, it sometimes makes sense to incorporate that data into a table, which creates a grid that helps keep that data organized.


Open Cities’ Table Wizard behaves similarly to that of Microsoft Word. Clicking on the icon will open up a series of boxes that you can highlight to indicate how many columns and rows you will need, and the table will appear on the page. In order to add or delete more rows/columns, right click on the table to access a menu to further tweak your table.

Annual Community Center Membership
<table>
<tr><th>Type</th><th>Resident</th><th>Non-Resident</th></tr>
<tr><td>Youth (Ages 17 & Younger)</td><td>$25</td><td>$45</td></tr>
<tr><td>Adult (Ages 18-59)</td><td>$40</td><td>$60</td></tr>
<tr><td>Senior (Ages 60)</td><td>$20</td><td>$35</td></tr>
<tr><td>Family (5 people/1 address)</td><td>$100</td><td>$150</td></tr>
<tr><td><i>Additional Family</i></td><td>$15</td><td>$25</td></tr>
</table>
</td>
</tr>
</table>

	Hyperlink Manager	The Hyperlink Manager is a very important tool that allows you to create links on the page you're working on. Clicking on the Hyperlink Manager opens up a new menu box, which gives you a few different options:  Hyperlink Manager InternalLink Hyperlink Anchor Email Phone Cancel OK URL http:// Link Text ID Target Same Window Existing Anchor None Tooltip CSS Class Apply Class • **Internal link tab:** If you are linking to a page that is already created on the city website, click this tab at the top of the menu to locate the page in the site tree. • **Hyperlink tab:** If you are linking to a page that is NOT located on the city's website, use the Hyperlink tab. • **Anchor tab:** If you would like to create an Anchor link that links to a certain section of your page (usually this would link to a Heading 2 or a Heading 3), then this is the option to use. • **Email tab:** If you would like to create a link that will allow residents to email a particular person, use this tab to enter that email address. That way, when the link is clicked on, it will automatically open up an email in the residents' browser so they can start writing. • If you would like to **link to a document** that's already on the website, click the document icon circled in orange in the diagram above.

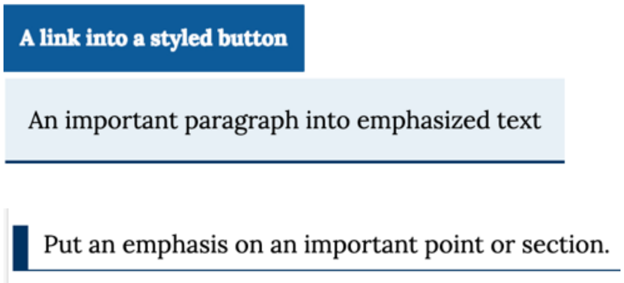
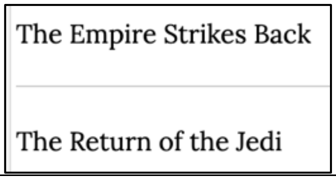
	Remove Link	This is the opposite of the Hyperlink Manager. If there's a link on your page that you don't want to link anywhere anymore, you'd highlight the link and click this icon to remove it.
	Insert Featured Links	Featured links are like an arrangement of multiple buttons, lined up together and preformatted. To insert featured links, click on the button and a new window will open.  Insert featured links Link Name Link URL New Window Title Title level H2 Show as Option 1 Select an item URL Mapping Content Files Shared Files RSS Close Add More Links Insert Use the small menu button **circled in blue** to link to pre-existing pages and documents on the city website (the resulting link URL will look weird, but don't worry, it will work like it should!) or add the link URL if you're linking off the city site. You can also use the **options** on the right side of the screen to arrange these links in different row and column layouts, or change the link's heading sizes. To add multiple links, use the blue button in the bottom left of the window. Once you're finished, click the green "insert" button at the bottom of the window to insert it into the page. If you need to edit these links again, right click on the green box and click the "Edit featured links" option that pops up.

		For spacing reasons, it's best to only have a maximum of four featured links per page. Otherwise they overlap on top of each other and become difficult to read.
OF ▾	**Insert OpenForms**	*This tool is still being built out by the CPE Web Team. Once it's ready for use, more information will be made available.*

	Insert Accordions or Tabs	This may be the most useful tool at your disposal as a web editor, because it allows you to create accordions and content sections with tabs that will let you organize large blocks of text into smaller, interactive pieces, with the ultimate goal of taking up less room on the page. *Example of an accordion menu. The menu is retracted on the left and saving space on the page, and expanded on the right, revealing its contents to the viewer.*  Administration Information Master Plans Sponsors & Partners Administration Information Park & Recreation Advisory Board Park Facility Standards (2020) Contracts & Policies • Fort Worth Zoo contract • Park Dedication Policy Reports • Park & Recreation Needs Assessment • February 2020 • October 2013 • Fort Worth Nature Center Management and Operations • Contract Management Report (Sept. 26, 2012) • Contract Management Report (July 25, 2012) Master Plans Sponsors & Partners Creating an accordion menu or tab menu is very similar to creating Featured Links (as mentioned above), in that clicking the icon will open a second window that lets you go in and add the information for a specific accordion dropdown line by line. Tables, images, lists of links or supporting information can all be added to these accordions. Department editors are strongly encouraged to use accordions as much as possible, to prevent residents from having to read through long paragraphs of supporting details that may not be relevant to their needs.
♿	**Accessibility checker**	This handy tool allows you to check your webpage edits to make sure that they're in line with ADA (Americans with Disabilities Act) guidelines. The city must legally strive to remain compliant with ADA accessibility standards, and this tool will help you identify any areas where your page can be improved to meet those standards.

The second row navigation in the WYSIWYG Editor is very similar in layout and functionality as the navigation you'd find in Microsoft Word or GovDelivery. There are buttons to make text **bold** or *italic*, there are buttons that impact paragraph alignment and add bulleted or numbered lists.

However, there are a few more special items of note that department editors might find helpful:

Icon	Tool name	SECOND ROW NAVIGATION: What it does
Apply CS… ▾	**Apply CSS**	"Apply CSS" is just a fancy programming way of saying that you can apply some specially-coded designs to certain elements of the page. By highlighting certain text and using the "Apply CSS" dropdown menu, you can make your text stand out by turning:  A link into a styled button An important paragraph into emphasized text Put an emphasis on an important point or section.
≡	**Horizontal Rule**	A horizontal rule adds a light horizontal line across the width of the page, to help break up large amounts of text or information about different subjects.  The Empire Strikes Back The Return of the Jedi

How to use headings

As a reminder, both for ADA reasons and to help users better navigate the image, it's important that your headings do ?? in descending order, from largest to smallest.

This creates a hierarchy of information, in which the most important titles and headings are in larger sizes, and the size of the headings grows smaller as the content within them gets more and more specialized. For example:

Heading 1 is usually the page title.

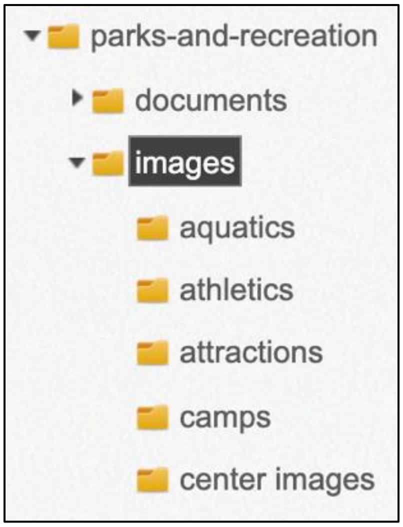
Heading 2 is usually the section title.

Heading 3 is usually a sub-title within the section

Body text is usually the “normal text” used to convey the bulk of your information.

VII. Files, documents and images

Documents and images are located in a slightly different area of the Open Cities website than the main pages. However, users will notice that these files are organized by department, much like the main pages.



When users go to their department folder to begin the process of loading a file into Open Cities, they’ll see that their department folder has been organized into two categories: one folder for documents, and one folder for images.

Documents are full-page PDF files with a lot of written information in them. Examples of documents that might need to be loaded to Open Cities are board meeting minutes, multi-page master plans, budget books, etc.

By contrast, **images** are usually smaller photos or graphics used around the website. These can take the form of slider images, photos embedded into pages, or marketing/promotion materials that add visual interest to a page.

But what about forms and applications?

Over the years, many departments have gotten into the bad habit of creating forms that residents are expected to fill out and either print/mail or email back to the City of Fort Worth for processing.

Going forward, the web team will be working with departments to identify these PDF forms and replace them with a combination of Service pages and Open Cities’ Open Forms. Not only will this cut down on the number of PDFs in the system, it will provide residents with a much easier experience when applying for city services/programs, and it will allow city employees to process these forms digitally. The Open Forms platform will be part of a future phase of the website roll-out.

Naming and sizing documents and images

While many people have their own filing and organization systems, it's important that all city users of the Open Cities website try to stick with consistent city-wide naming conventions for their documents and images.

Not only will this keep their department pages well-organized, but in case assistance is needed from members of the web team, or documents need to be shared in other areas of the website, they'll be easier to quickly track down, identify, and post.

Images should be named as simply and as specifically as possible, with dashes (-) separating the spaces between words.

- If the image is of a location, the name of the location should be spelled out completely, without using acronyms. *Example: "victory-forest-community-center", versus "VFCC" or "Victory Forest CC".*
- If the image is the feature image on a page, feel free to name the image something relative to the page it's on. *Example: "youth-soccer" or "foster-pets".*
- If the image is part of a marketing campaign, or promotion around a specific event, make sure to include the date in YYYY-MM format in the image name so it can be identified easily. *Example: "2020-05-pet-adoption" or "2020-06-camp-fort-worth".*
- When updating the image alt tag or tool tip – the "alternative text" that screen readers see for those with vision problems – you can use spaces, capital letters, etc. and make your text more descriptive if you choose. *Example: "Kids playing soccer" or "child hugging dog".*

Documents should be named starting with the name of the file, followed by the date that they are uploaded. Names should be as specific as possible, including department names when appropriate. (Remember, you're not the only department in the organization who may have a budget or strategic plan document on the website!)

Example: "Annual-Report-2020" or "Stormwater-Strategic-Plan-August-2021".

Please note: Many of the images and documents currently in Open Cities may not correspond to these naming conventions, as they were migrated over using whatever names they were called on the GitHub site. (As such, the documents are likely used in print collateral, meaning we need to keep the names consistent with the old website.) It will be up to department liaisons to "clean up" the names, labels, and file descriptions of these documents for their portion of the website, and to use these naming conventions moving forward for consistency.

Document and image sizes

Unless otherwise specified by your Communication Officer, images loaded onto the website should be specific sizes. Not only does this allow for consistency across the website, but it also allows for the same images to be used in multiple places – as sliders, in the city's email newsletters (like *City News* and *Roundup*), and as Facebook posts.

- **Horizontal images** should be 1200 pixels wide by 628 pixels tall.
- **Square images** or **vertical images** should be at max 1200 pixels wide.
- All images should be as high-quality as possible to start with, in order to prevent any pixilation or blurriness once posted to the website.

Uploading documents and images

1. Log into Open Cities and click the "Files" option in the top navigation.

2. Find your department's folder in the file system, then click the sub-folder that your file belongs in: the "documents" folder, or the "images" folder.

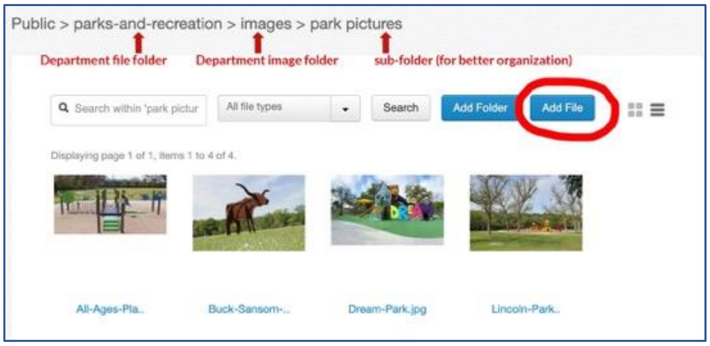
3. Double-click on either the "documents" or the "images" folder, and all of the subfolders and files should appear in the main part of your screen.

4. You're now ready to begin the upload process. Now you can either:

a) Create a new folder to house your new image(s) by clicking the "add folder" button in the top right corner,

or

b) Double-click an existing folder, and once it opens, add a document or image to that folder using the "add file" button in the top right corner.



Public > parks-and-recreation > images > park pictures

Displaying page 1 of 1, items 1 to 4 of 4.

Department file folder
Department image folder
sub-folder (for better organization)
Search within 'park pictur
All file types
Search
Add Folder
Add File
All-Ages-Pla..
Buck-Sansom-..
Dream-Park.jpg
Lincoln-Park..

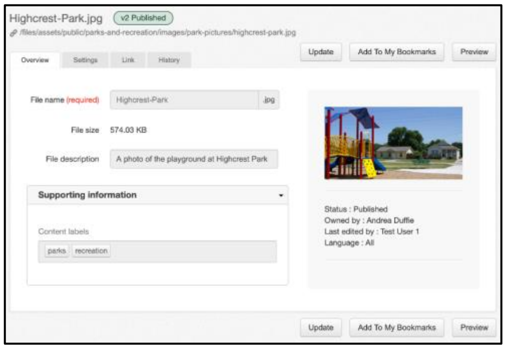
TIP: If you ever become uncertain which folder you're in, check the navigation text at the top of the page. It will list the department file folder, the image folder, and whichever folder you're currently in.

5. Once you click the “Add file” button, you’ll be taken to a screen with a blue button at the top that says “Upload a file”. Click that button to select whichever document or image on your computer that you would like to load into the system.

6. Once you’ve selected your file, click the green “start upload” button at the bottom of the page. Leave all of the checked/unchecked File Configuration Options alone.

7. After a file uploads, add a file description and content labels. This is very important, because the file description functions as “alt-text” to help the website meet accessibility standards for the vision-impaired.

This description should be something straightforward, describing the image or document. Something like “a photo of the playground at Highcrest Park”, or “PDF document of the agenda for the Urban Design Commission”.



Highcrest-Park.jpg v2 Published
/files/assets/public/parks-and-recreation/images/park-pictures/highcrest-park.jpg

File name (required): Highcrest-Park .jpg
File size: 574.03 KB
File description: A photo of the playground at Highcrest Park

Content labels: parks, recreation

Status : Published
Owned by : Andrea Duffie
Last edited by : Test User 1
Language : All

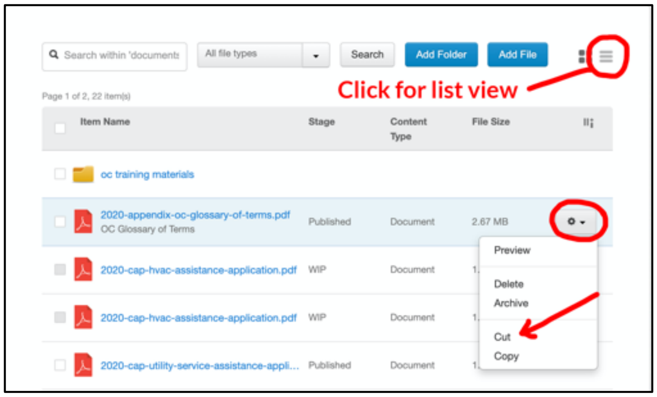
8. Publish the file. Once you click “publish”, the file will enter your department’s workflow for approval. The file will not be accessible for use until approved by a department PIO or Communications Officer.

Organizing documents and images

Depending on your level of permissions, you may be able to organize your team’s documents and images in Open Cities.

Go to your department's documents/images folder and **make sure you're viewing the documents/images in list view instead of viewing them as thumbnails.**

(You can click the three bars in the top right of the page to make sure it's showing up the correct way.)


Search within 'documents
All file types
Search
Add Folder
Add File
Click for list view
Preview
Delete
Archive
Cut
Copy

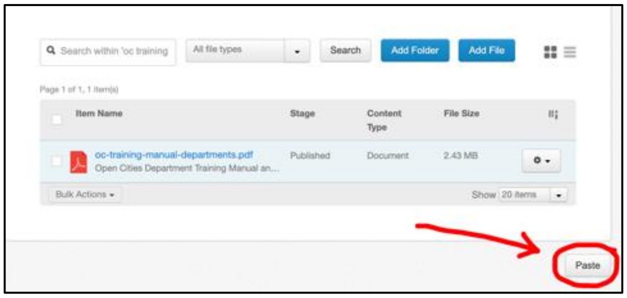
Page 1 of 2, 22 item(s)

Item Name	Stage	Content Type	File Size
oc training materials			
2020-appendix-oc-glossary-of-terms.pdf OC Glossary of Terms	Published	Document	2.67 MB
2020-cap-hvac-assistance-application.pdf	WIP	Document	1.
2020-cap-hvac-assistance-application.pdf	WIP	Document	1.
2020-cap-utility-service-assistance-appli...	Published	Document	1.

Then, locate your document and click the gear button on the far right. This should open a drop-down menu with the "cut" option available.

Cut your document and click inside the folder where you'd like it to live. Inside that folder, you'll see a "paste" button in the bottom right corner.

Clicking that button should allow you to move your document there.


Search within 'oc training
All file types
Search
Add Folder
Add File
Bulk Actions
Show 20 items
Paste

Page 1 of 1, 1 item(s)

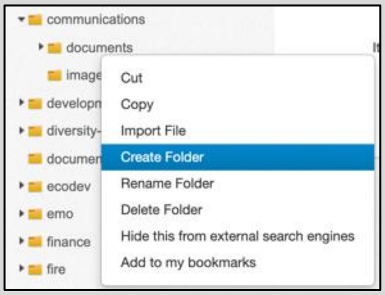
Item Name	Stage	Content Type	File Size
oc-training-manual-departments.pdf Open Cities Department Training Manual an...	Published	Document	2.43 MB

IMPORTANT NOTE: You will need to CUT your documents when organizing them instead of copying them. Copying your image will not carry over the pages/areas of the site where your document is already linked. Only cutting and pasting will do that.

Adding a folder

If you would like to add a sub-folder within your documents/images folder, right click on it and select the option to "create a folder".

Then enter that folder's name.


communications
documents
image
developn
diversity-
documen
ecodev
emo
finance
fire
Cut
Copy
Import File
Create Folder
Rename Folder
Delete Folder
Hide this from external search engines
Add to my bookmarks

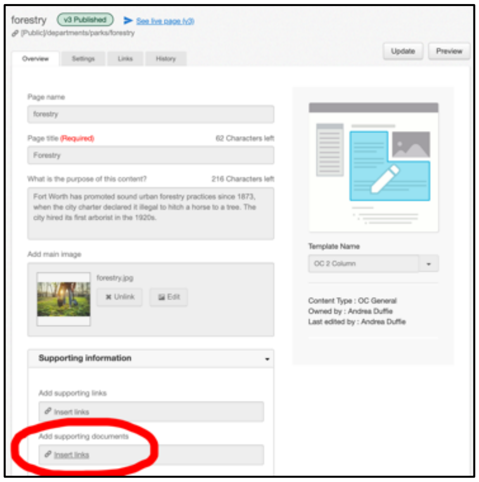
How to link a document on a webpage

NOTE: Before starting the process of linking a document or image to a page, the document/image must have already been published to the site and approved in the workflow as outlined in the section above.

1. Go to the page where you would like to link the document, and click "update" to begin work on it.

From here, you can proceed one of two ways:

> **OPTION 1: If you're linking a document that qualifies as "supporting information" to the page, scroll down and expand the "Supporting information" section of the page.**
>
> **2a. Click the "insert links" box in the "Add supporting documents" section.**



[Public]/departments/parks/forestry

Page name: forestry

Page title (Required) 62 Characters left: Forestry

What is the purpose of this content? 216 Characters left: Fort Worth has promoted sound urban forestry practices since 1873, when the city charter declared it illegal to hitch a horse to a tree. The city hired its first arborist in the 1920s.

Add main image: forestry.jpg

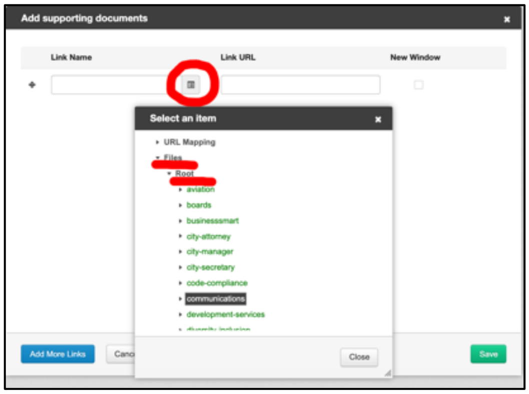
Add supporting links: Insert links

Add supporting documents: Insert links

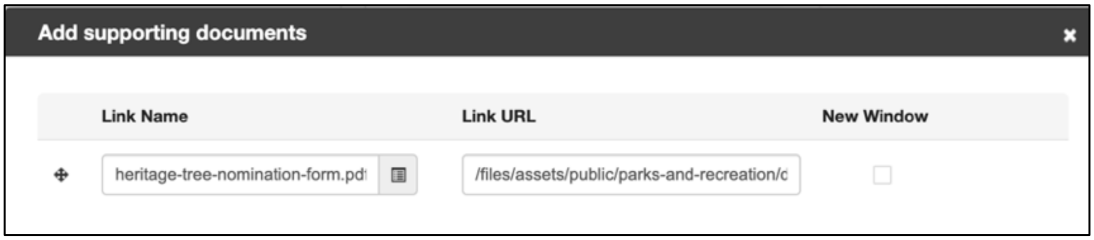
Template Name: OC 2 Column

Content Type : OC General
Owned by : Andrea Duffie
Last edited by : Andrea Duffie

> **3a. This will open an "Add supporting documents menu, and you'll need to click the gray menu icon under the "link name" in the left column.** This will allow you to select an item to link; expand the "Files" and "Root" sections to locate your department and access your images/documents folders.


Add supporting documents
Link Name
Link URL
New Window
Select an item
URL Mapping
Files
Root
aviation
boards
businesssmart
city-attorney
city-manager
city-secretary
code-compliance
communications
development-services
Add More Links
Canc
Close
Save

4a. Select which image/document you would like to link. This will automatically generate a site-specific link to populate in the right column...DO NOT CHANGE THIS LINK. You can also use this opportunity to determine whether or not this link will open a new window when it is clicked.

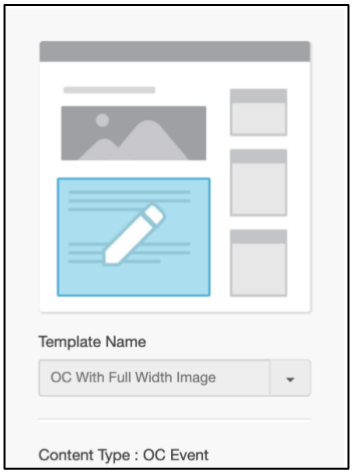

Add supporting documents
Link Name
Link URL
New Window

heritage-tree-nomination-form.pd

/files/assets/public/parks-and-recreation/c

☐

5a. Click the green “save” button.

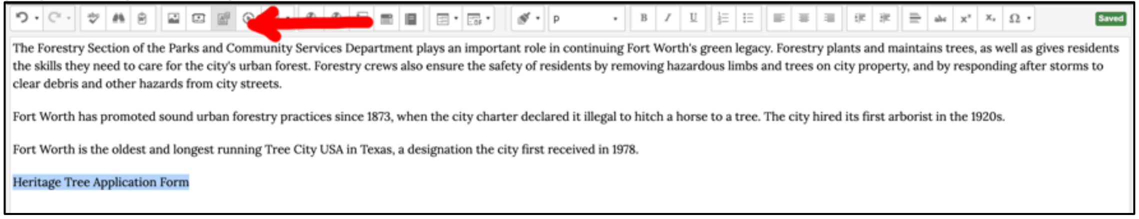

Template Name

OC With Full Width Image

Content Type : OC Event

OPTION 2: If you’d like to link document in the body of the page, click “update” to begin working on it and then click the blue box on the page layout in the top right corner.

2b. In the body content screen, type the out the text you wish to link, or highlight existing text, and click the “Document Manager” icon in the top navigation. (It looks like a rectangle with an “A” inside of it, and a paper clip on top.)



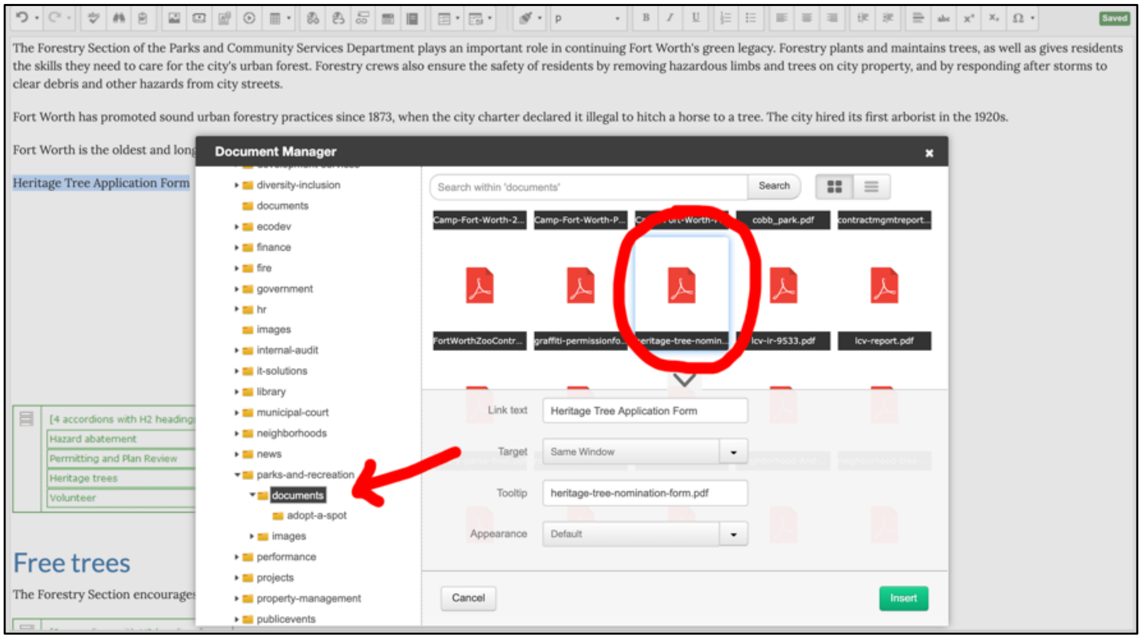
The Forestry Section of the Parks and Community Services Department plays an important role in continuing Fort Worth's green legacy. Forestry plants and maintains trees, as well as gives residents the skills they need to care for the city's urban forest. Forestry crews also ensure the safety of residents by removing hazardous limbs and trees on city property, and by responding after storms to clear debris and other hazards from city streets.

Fort Worth has promoted sound urban forestry practices since 1873, when the city charter declared it illegal to hitch a horse to a tree. The city hired its first arborist in the 1920s.

Fort Worth is the oldest and longest running Tree City USA in Texas, a designation the city first received in 1978.

Heritage Tree Application Form

3b. Expand the group file folder until you get to your department's document and image files, then identify the document you'd like to link.


p
Saved
Document Manager
×
diversity-inclusion
documents
ecodev
finance
fire
government
hr
images
internal-audit
it-solutions
library
municipal-court
neighborhoods
news
parks-and-recreation
documents
adopt-a-spot
images
performance
projects
property-management
publicevents
Search within 'documents'
Search
Camp-Fort-Worth-2...
Camp-Fort-Worth-P...
cobb_park.pdf
contractmgmtreport...
FortWorthZooContr...
graffiti-permissionfo...
eritage-tree-nomin...
lcv-ir-9533.pdf
lcv-report.pdf
[4 accordions with H2 heading
Hazard abatement
Permitting and Plan Review
Heritage trees
Volunteer
Free trees
Cancel
Insert

The Forestry Section of the Parks and Community Services Department plays an important role in continuing Fort Worth's green legacy. Forestry plants and maintains trees, as well as gives residents the skills they need to care for the city's urban forest. Forestry crews also ensure the safety of residents by removing hazardous limbs and trees on city property, and by responding after storms to clear debris and other hazards from city streets.

Fort Worth has promoted sound urban forestry practices since 1873, when the city charter declared it illegal to hitch a horse to a tree. The city hired its first arborist in the 1920s.

Fort Worth is the oldest and long

Heritage Tree Application Form

The Forestry Section encourages

Link text: Heritage Tree Application Form

Target: Same Window

Tooltip: heritage-tree-nomination-form.pdf

Appearance: Default

4b. Click the green "save" button.

How to embed an image on a webpage

NOTE: Before starting the process of linking a document or image to a page, the document/image must have already been published to the site and approved in the workflow as outlined in the section above.

1. Go to the page where you would like to embed the image, and click "update" to begin work on it.

2. Click the blue box on the page layout in the top right corner. The "body content" screen should pop up.

3. In the body content screen, put your cursor in the place you'd like to embed the image, and click the "Image Manager" icon in the top navigation. (It looks like a rectangle mountains and a sun, directly to the left of the Document Manager icon mentioned in 2b above.)

4. Expand the group file folder until you get to your department's document and image files, then identify the image you'd like to embed.

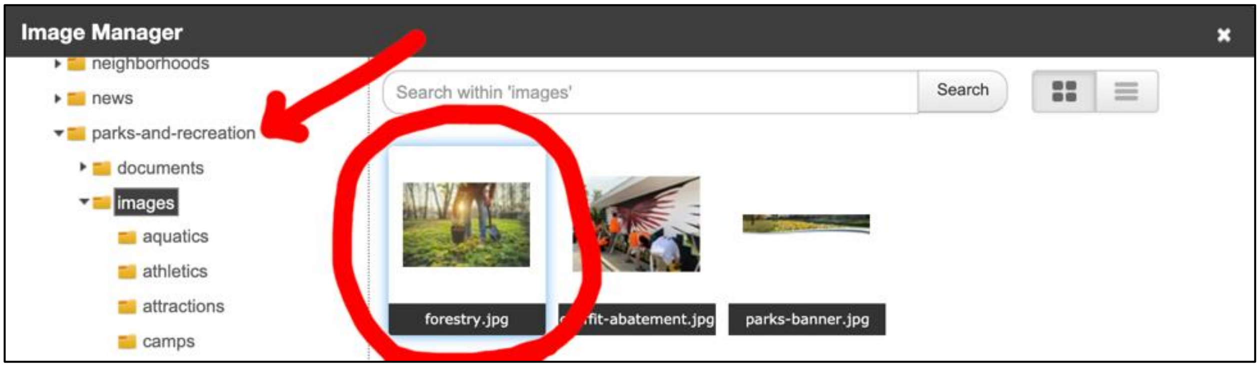
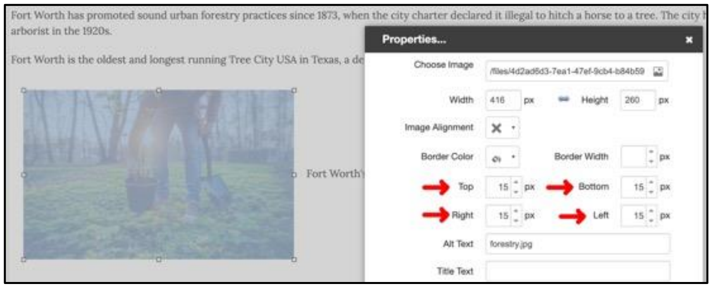


Image Manager
neighborhoods
news
parks-and-recreation
documents
images
aquatics
athletics
attractions
camps
Search within 'images'
Search
forestry.jpg
fit-abatement.jpg
parks-banner.jpg

5. Click the "insert" button and the image should appear in the body of the page.

6. Important tips to consider:

- When resizing the image, make sure to stretch the image proportionally using the white squares in the corners of the image.
- Make sure to **highlight the image right click to access the Properties menu,** so you can set padding around your image – that way, any text that wraps around the image isn't too close to the image. **Ideally, when your image is next to text, your padding between the image and the text should be at least 15 pixels.**



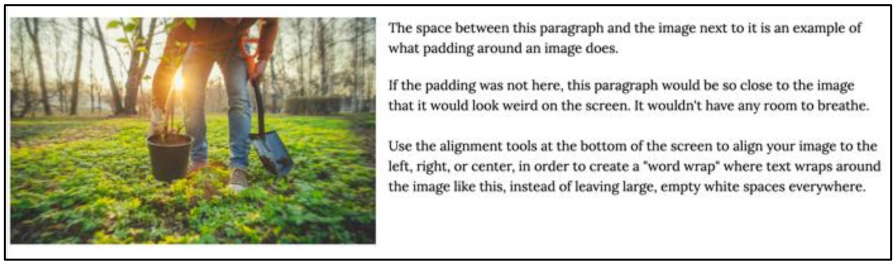
Fort Worth has promoted sound urban forestry practices since 1873, when the city charter declared it illegal to hitch a horse to a tree. The city
arborist in the 1920s.

Fort Worth is the oldest and longest running Tree City USA in Texas, a de

Fort Worth'

Properties...

Choose Image: /files/4d2ad6d3-7ea1-47ef-9cb4-b84b59
Width: 416 px
Height: 260 px
Image Alignment: ✕
Border Color:
Border Width: px
Top: 15 px
Bottom: 15 px
Right: 15 px
Left: 15 px
Alt Text: forestry.jpg
Title Text:



The space between this paragraph and the image next to it is an example of what padding around an image does.

If the padding was not here, this paragraph would be so close to the image that it would look weird on the screen. It wouldn't have any room to breathe.

Use the alignment tools at the bottom of the screen to align your image to the left, right, or center, in order to create a "word wrap" where text wraps around the image like this, instead of leaving large, empty white spaces everywhere.

Overwriting/saving over documents or images

Sometimes, department liaisons might be tempted to “take a shortcut” by editing a document or image and replacing it with a completely new version.

For example, Cowtown Cleanup is an event that is hosted every year, but the marketing materials for that event usually change from year-to-year.

Department liaisons can either edit / re-upload an existing image and overwrite it with a new version or edit the image name to reflect that update; OR they can add a completely new image.

Please note: If an image is overwritten by accident, you will need to contact a member of the Communications Web Team to restore it to its original version.

Calendars

The Open Cities calendar has several unique features that will help make city events and activities more accessible than ever before.

Each department will have an "events" folder in their section of the Open Cities website, where their calendar events will "live". These calendar events can be edited, duplicated, and even scheduled out by the department liaison.

By using specific labels, department liaisons can add the event to the main city calendar, or to other department-specific calendars on the Open Cities platform. For example, if Code Compliance's Keep Fort Worth Beautiful team is partnering with Park & Recreation for a litter pick-up event, a single department liaison can enter the event a single time and use labels to ensure that the event shows up on both department calendars.

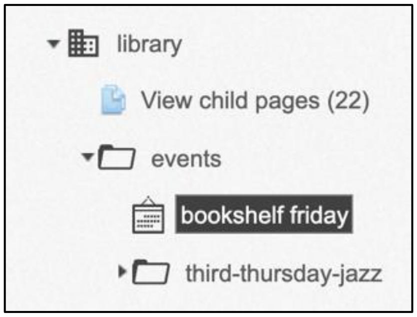
Only Communication & Public Engagement liaisons can add events to the main city calendar on the home page through the workflow.

How to edit an existing OC Event

1. From your main dashboard in Open Cities, go to the top navigation and click on the "Pages" section.

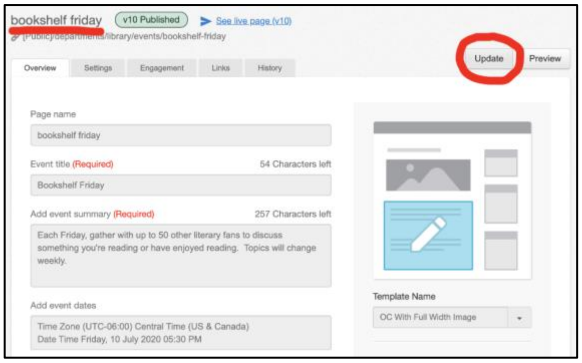
2. Locate your department in the left navigation menu.

3. Each department area should have a folder inside called "events". This is where your department's calendar events are stored.



4. Click on the down arrow next to the "events" folder in the left navigation to expand the folder. Locate your event by either "viewing the child pages"/scrolling in the main content section, or by using the search bar.

5. Once you find and select your event, click the "update" button in the top right corner of the event page to make your edits.


bookshelf friday
v10 Published
See live page (v10)
[Public]/departments/library/events/bookshelf-friday
Overview
Settings
Engagement
Links
History
Update
Preview

Page name
bookshelf friday

Event title (Required) 54 Characters left
Bookshelf Friday

Add event summary (Required) 257 Characters left
Each Friday, gather with up to 50 other literary fans to discuss something you're reading or have enjoyed reading. Topics will change weekly.

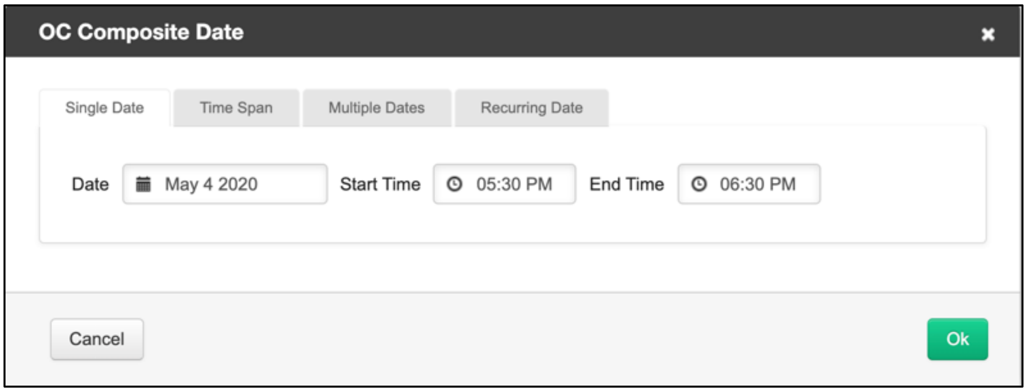
Add event dates
Time Zone (UTC-06:00) Central Time (US & Canada)
Date Time Friday, 10 July 2020 05:30 PM

Template Name
OC With Full Width Image

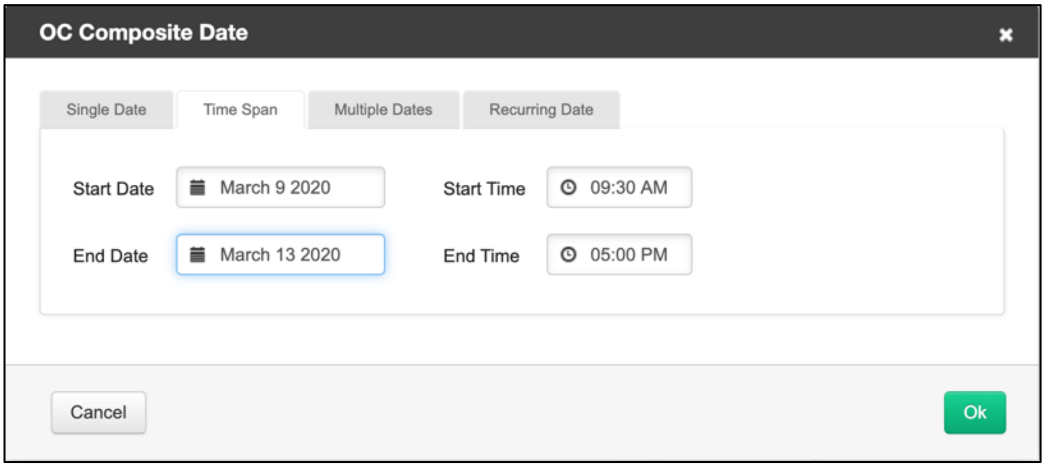
- **Page name** will determine the page address. Remember that the page name should be lower case.
- **Event title** will appear as the title on the website.
- **Event summary** should be 400 characters or less, and will appear on the events page.
- **Event dates and times.** Click “Add date and time” to select your event timeframe.

  Using the Open Cities “OC Composite Date” menu that will pop up, you can set events to occur (or reoccur) a few different ways:

  - **Single date:** Your event can occur once, on a specific date/time.
    Ex. Star Wars Day Celebrations run from 5:30-6:30 p.m. May 4, 2020.


OC Composite Date
✖
Single Date
Time Span
Multiple Dates
Recurring Date
Cancel
Ok

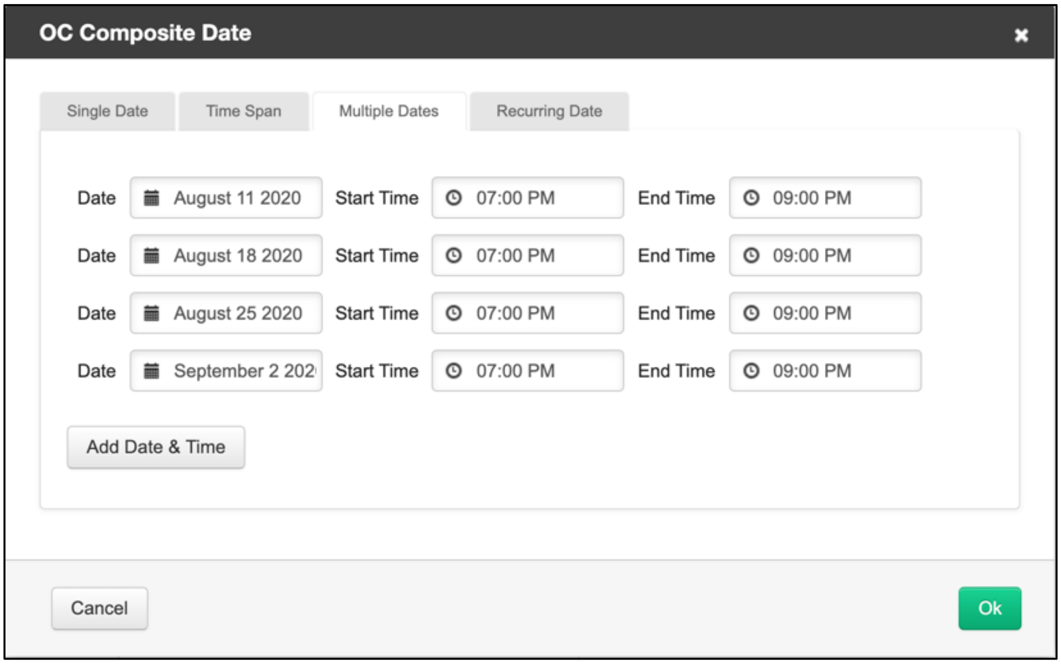
Date May 4 2020 Start Time 05:30 PM End Time 06:30 PM


OC Composite Date
Single Date
Time Span
Multiple Dates
Recurring Date
Cancel
Ok

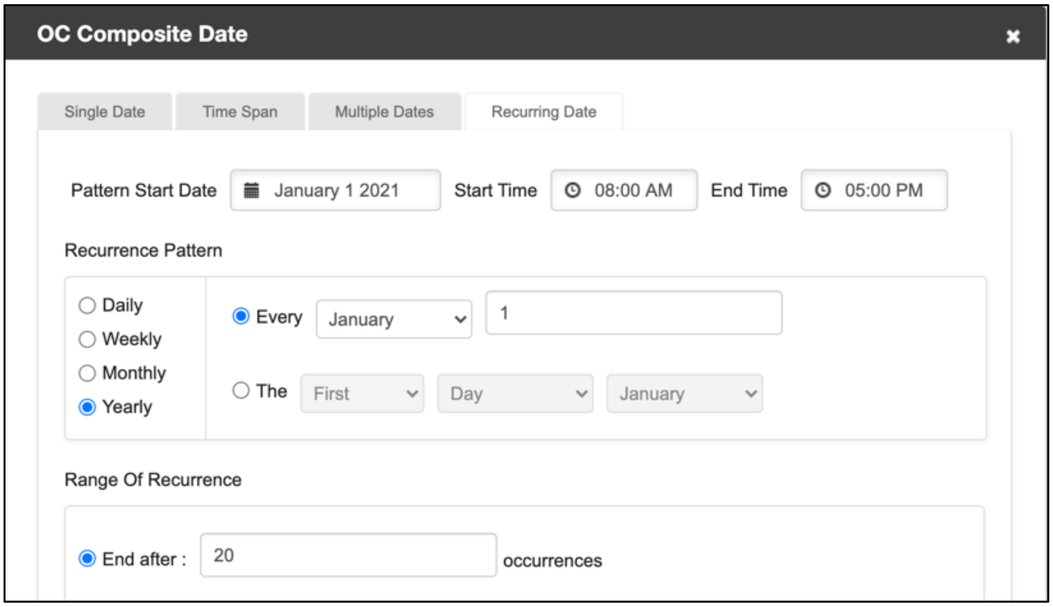
Start Date: March 9 2020
Start Time: 09:30 AM
End Date: March 13 2020
End Time: 05:00 PM

- **Time span:** Your event can occur once, but last longer than a day / for multiple days, so long as the start/end times are consistent.
  Ex. Spring Break Camp at a community center can be set to run from 9:30 a.m. to 5 p.m. Monday through Friday, for a week.

- **Multiple dates:** Your event can occur multiple times, but not necessarily at the same date/time every time.
  Ex. City Council meetings can be set to occur every Tuesday evening for several months at 7:30 p.m. However, individual dates can be tweaked for specially-called meetings, or times the council is out for the holidays.


OC Composite Date
Single Date
Time Span
Multiple Dates
Recurring Date
Add Date & Time
Cancel
Ok

Date	Start Time	End Time
August 11 2020	07:00 PM	09:00 PM
August 18 2020	07:00 PM	09:00 PM
August 25 2020	07:00 PM	09:00 PM
September 2 202	07:00 PM	09:00 PM



Pattern Start Date: January 1 2021
Start Time: 08:00 AM
End Time: 05:00 PM

Recurrence Pattern
○ Daily
○ Weekly
○ Monthly
● Yearly
● Every January 1
○ The First Day January

Range Of Recurrence
● End after : 20 occurrences

  - **Recurring date:** Your event can reoccur on the same time/date on a daily, weekly, monthly, or annual basis. You can set the event to end after a certain number of occurrences (ex. "every other week" between now and December) or select a specific end date.
    Ex. City facilities will be closed Jan. 1 every year.

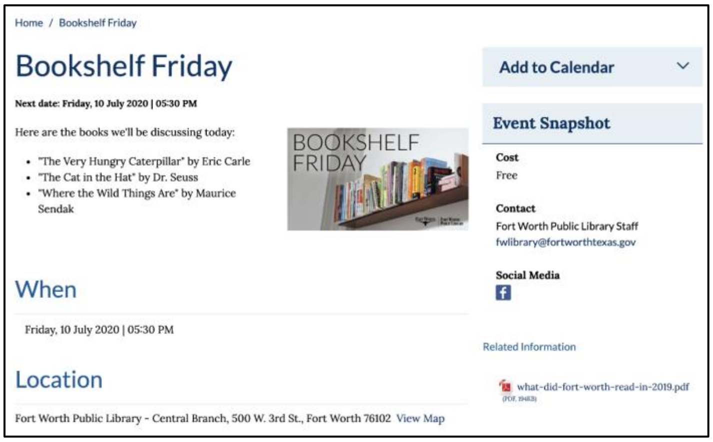
- **Event categories.** Your event should fall into at least one of the available event categories. If you do not see a category for your kind of event, contact your CPE Content Manager.
- **Add your event image.**
- **Admission fee / check box if the event is free.**
- **Event location.** Add any additional directions, and fill out the fields with the complete address so that the Google Maps location can populate on the page.
- **Event host.** Either list a staff person/contact information who people can reach out to for information directly, or list a department email address /phone number that is frequently monitored by staff. (If the latter, the contact name should be generic, like "Library Staff".) *Don't forget to include any links to your events on social media or other online ticketing sites!*

6. Click the "save" button to save your progress, click the "preview" button to see what it will look like, and click "submit" once you're satisfied to send it through your department's approval process.

TIP: If you have additional details to add to your event – perhaps a schedule of events, or more specifics about what will be covered – scroll up to the top of the

page and click on the blue box in the display of the page. You can add more information, lists, accordion menus, etc. to your event using the same methods you would to edit an OC General template, as explained in a previous section.

Here’s how the event page will show up on the calendar:



Home / Bookshelf Friday

Bookshelf Friday

Next date: Friday, 10 July 2020 | 05:30 PM

Here are the books we'll be discussing today:

- "The Very Hungry Caterpillar" by Eric Carle
- "The Cat in the Hat" by Dr. Seuss
- "Where the Wild Things Are" by Maurice Sendak

When

Friday, 10 July 2020 | 05:30 PM

Location

Fort Worth Public Library - Central Branch, 500 W. 3rd St., Fort Worth 76102 View Map

Event Snapshot

Cost
Free

Contact
Fort Worth Public Library Staff
fwlibrary@fortworthtexas.gov

Social Media

Related Information

what-did-fort-worth-read-in-2019.pdf (PDF, 194KB)

NEW FEATURE!

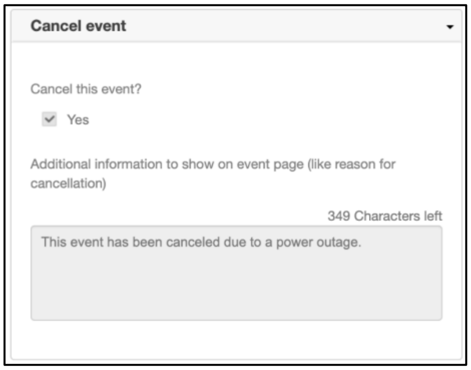
Users who click the “Add to Calendar” dropdown menu will have the option of emailing themselves a calendar invite that they can add to their calendar of choice.

Canceling and rescheduling events

If your event gets canceled, it’s important not to delete it from the website, as this can confuse people. Instead, you’ll need to edit your event using the process outlined above. When you get to your event’s main screen, scroll down past the “Event host” drop-down and you’ll see a “Cancel event” option.

Make sure the “Cancel this event?” checkbox next to “yes” is checked, and provide some information in the box below about the cause of the cancelation, or when the event will be rescheduled.

Once you make this edit, save and submit it. The result should look like the image on the left on the back-end, and to website visitors it will appear like the image on the right.



Cancel event

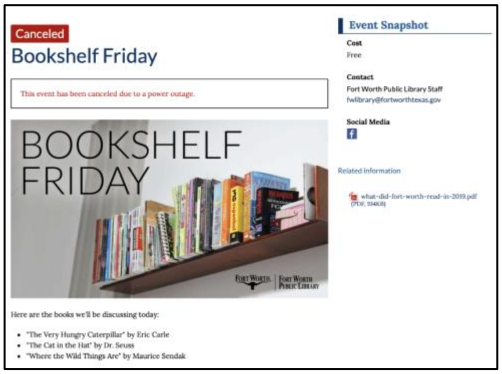
Cancel this event?

☑ Yes

Additional information to show on event page (like reason for cancellation)

349 Characters left

This event has been canceled due to a power outage.



Canceled

Bookshelf Friday

This event has been canceled due to a power outage.

Here are the books we'll be discussing today:

- "The Very Hungry Caterpillar" by Eric Carle
- "The Cat in the Hat" by Dr. Seuss
- "Where the Wild Things Are" by Maurice Sendak

Event Snapshot

Cost
Free

Contact
Fort Worth Public Library Staff
fwlibrary@fortworthtexas.gov

Social Media

Related Information

what-did-fort-worth-read-in-2019.pdf
(PDF, 334KB)

IX. AP Style

All City of Fort Worth communications and marketing materials should be written using AP Style – the guidelines from the Associated Press Stylebook – which is considered the standard reference for news writing.

The purpose of the AP stylebook is to promote uniformity and continuity of language, which in turn creates a common understanding among readers.

City of Fort Worth communicators and web teams should be sure to consult an AP style guide for appropriate abbreviations, numerical usage, date format, or capitalization rules for any web updates that they make in order to ensure consistent language and messaging styles across the organization.

AP Style addendum

Occasionally, city communicators will encounter situations where a particular AP style usage is not specifically listed in the Associated Press Stylebook. In these cases, refer to the following:

- **Ampersands (&) are used in department names.** Otherwise, the word "and" should be spelled out in sentences. *Park & Recreation*, not *Park and Recreation.*

- **Bulleted lists** should end each entry with a period.

- **City** should be uppercased only when used as the full title, City of Fort Worth. Otherwise, city should be kept in lowercase. *The City of Fort Worth launched a nationwide search for a city manager. Twelve city employees were honored at the luncheon.*

- **Councilmember** should be spelled out as a single word, and capitalized only when used before a person's name. *The only dissenting vote was cast by Councilmember Ned Stark. Four councilmembers spoke against the proposal.*

- **Datelines** should not be used in news releases, stories, etc.

- **Department names** should be capitalized: *Neighborhood Services Department*. Use an ampersand (&) in department names: *Planning & Data Analytics Department*.

  Department divisions should be capitalized: *Animal Care & Control Division of the Code Compliance Department*. Ampersands should also be used in division names were appropriate.

  When used generically, lowercase the department name: *The department hired a new director.*

- **Headlines** should be written down "style" – in other words, not capitalizing every word and only capitalizing proper nouns. *Winter is coming to Fort Worth*

- **Park & Recreation** uses a singular version of "park" in the official department name.
  - *After school programming* should be written out as two words, without a hyphen between them.
  - All centers overseen by the Park & Recreation and Neighborhood Services departments should be referred to as "community centers".

- **Stormwater** should be a single word in all uses.

- **Symbols like ®, ™, ©, and others** should not be used in copy.

- **Titles** should only be in uppercase when used before a person's name. Otherwise they should be in lowercase. *Speakers include City Manager Han Solo. Han Solo was named city manager of Fort Worth.*

X. Writing style for the City website

Information on the City of Fort Worth website reaches a diverse group of people all over the world, of many different ages, languages, and education levels.

Because of this, city communications on the website should be written at a fifth-grade reading level, to ensure that content is accessible and easy for everyone to understand.

The Communication Department strongly urges the use of the online Hemingway App (http://hemingwayapp.com/), which can help identify the grade level readability of your written content, identify overly-complicated sentences, and much more…all of which will help keep your writing style at its best.

Writing for web

The City of Fort Worth's website serves many people both within and outside the borders of the city. **But residents – in all their diversity – are the primary audience of the city's website.**

Here's a list of some of the different audiences who will be relying on the city website to get their information. Keep them top-of-mind when writing your content to make sure you're highlighting information that's relevant to them.

Group/Role	Description	Examples
Residents	People who live in Fort Worth.	Parents, seniors, young professionals, homeowners, renters
Businesses	People who work in Fort Worth.	Business owners, business employees, contractors, vendors
Community advocates	People who represent and serve different communities within Fort Worth.	Nonprofit organizations, neighborhood associations, faith communities, special interest groups
Visitors	People who live elsewhere but are in Fort Worth for one reason or another.	Tourists, business travelers, convention goers, friends or family of residents
City officials and employees	People who work for the City of Fort Worth.	Elected officials, city employees, retirees
Media	People who write about Fort Worth.	Local news organizations, national news media, bloggers

Additional notes on city style

For a complete list of style notes, consult the City of Fort Worth Branding & Style Guide.

- **Write simple sentences.** If you can explain yourself clearly in one sentence, there's no need to use two.

- **Don't "bury the lead".** Readers need to get to the core of your message as quickly and directly as possible.

- **Keep paragraphs short to help break up large blocks of text.** This increases the likelihood that all of the information will be read in full.

- **Avoid using shorthand acronyms or technical jargon.** The audience may not be familiar with the kinds of shorthand that a city employee might use in their day-to-day job.

- **Use active voice.** *Active voice* means that a sentence has a subject that acts upon its verb. By contrast, *passive voice* means that a subject is the recipient of the verb's action.

  Active voice: City council approved the plan.
  Passive voice: The plan was approved by city council.

- **Add strong, precise action verbs.** Consider replacing linking verbs that don't show action – think "is", "are", "was", "were", "be", "being", or "been" – with action verbs. For example, instead of saying "The City of Fort Worth is a leader innovation," write "The City of Fort Worth leads innovation."

- **Show, don't tell.** Use specific examples rather than writing in sweeping generalizations, and remember to connect cause and effect.

- **Test your content by reading it out loud.** If your copy is hard to read naturally, or if it makes you feel silly to say out loud, then it needs to be edited.